Position Description

Title: Specialist - Communications

<table>
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<tr>
<th>FLSA Class: Exempt</th>
<th>EEO Category: Administrative Support Workers</th>
<th>WC Class: 8861</th>
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<tbody>
<tr>
<td>Job Title #110010</td>
<td>Salary Grade:</td>
<td>Purchase authority: 1</td>
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Date Approved: 12/3/2019

Revision Date: Job Class: Marketing & Referral Services

Revision Licensure: N/A

Purpose of Position

The Communications Specialist creates “brand journalism” content for use in Great Circle’s external/internal communications, across multiple communication channels. Working under the direction of the Director of Marketing and Communications, this position is responsible for ensuring all content aligns with Great Circle’s statewide brand and communications strategies, and promotes the organization’s mission, values and expertise. The Communications Specialist reports to the Director of Marketing and Communications.

Major Duties (*Essential Element)

- Generates storytelling content (video, printed materials, web-based, intranet news/features) to communicate internally and externally the impact Great Circle and its services/programs have on children and families *
- Works collaboratively with the Director of Marketing & Communications, Graphic Designer, Digital Developer and Digital Coordinator to ensure content, video and graphics are in line with and positively reflect Great Circle’s strategic objectives, mission and values *
- Participates in the development and execution of an annual, coordinated editorial plan that aligns with the annual marketing plan *
- Serves as lead producer of content for Great Circle intranet news channel *
- Regularly engages with program staff statewide to generate flow of news content *
- Writes and produces creative products to support agency initiatives, including collateral material, website, intranet, advertising, and digital media *
- Other duties as assigned for the betterment of Great Circle
Competencies

- **Interpersonal Communication** – demonstrates excellent people skills, the ability to work independently or with a team, ethically minded
- **Judgment** – ability to make thoughtful decisions in a timely and confident manner
- **Execution & Results** – ability to adapt to change, effectively cope with the unexpected, systematically problem solve, follow-through and ensure accuracy
- **Motivation & Work Ethic** – demonstrates personal integrity by operating in an accountable, reliable, and respectful manner

Required Education and Experience

- Bachelor’s degree in communications, integrated journalism, digital media, or related field
- At least 2 years of experience in backpack journalism, brand communication and digital communication, including video and photography
- Solid experience using video/photographic editing software on a Windows platform
- Experience managing multiple projects simultaneously using highly effective organizational skills
- Strong writing ability across all channels in support of marketing and communications objectives

Preferred Education and Experience

- Experience working in children and families in a trauma informed environment

Qualifications

- Possesses a current, valid MO driver's license and meets the Great Circle requirements for driver's insurance
- Strong communication, interpersonal, and computer skills
- Demonstrated ability to read, write, speak, and understand the English language proficiently
- Strong writing experience across multiple disciplines
- Demonstrated ability to manage multiple deadlines and projects
- Ability to travel to Great Circle campuses/offices in Missouri and Kansas, up to 20 percent of the time
- Ability to use independent judgment and manage confidential information
- Ability to operate in a challenging, ever-changing, multidisciplinary team environment
- Self-motivated, organized and disciplined

Working Conditions

Office or home environment. Working environment generally favorable.

Travel up to 20 percent of the time within Great Circle’s service footprint.

Physical Demands
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. This person must be able to sit or stand at a personal computer for a reasonable length of time typing and reading. This person must be able to see, hear, speak, walk, and sit. Must be able to use hands and fingers to handle or feel objects, tools, or controls; reach with hands and arms; stoop, kneel, crouch, or crawl. Vision abilities required for this job include close vision, distance vision, peripheral vision, depth perceptions, and the ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Budget Responsibility**

None

**Supervisory Responsibility**

None

Employee signature below constitutes employee’s understanding of the requirements, essential functions and duties of the position.

Employee printed name: ____________________________

Employee signature: ____________________________ Date: __________