

Communications and Events Coordinator

The Communications and Events Coordinator creates and implements communication strategies and events that advance the Alliance's mission to create jobs, enhance our community and invest in people. The Communications and Events Coordinator responsibilities include, but are not limited to: writing and disseminating news releases and announcements; updating and maintaining the Alliance website; producing weekly e-newsletter & other electronic communications; creation of brochures and other marketing materials; social media management; event logistics; photographing events; and working with all departments as a member of the Alliance team.

Essential Duties and Responsibilities:

- Regularly evaluate existing communication tools and make recommendations for improvement.
- Develop communication strategies to increase visibility, ensure effectiveness, and ensure that all communication supports our message platform and is consistent with organization mission.
- Develop and maintain a comprehensive database of print, television, and Web-based media contacts for effective public relations.
- Write and disseminate news releases, e-blasts and other announcements.
- Manage and update, on a daily basis, the Alliance Web site to ensure dynamic engagement with audience and strong SEO, and track analytics.
- Manage all social media platforms and post on a daily basis, track engagements and follow-up to comments as needed.
- Design and produce, ads, brochures and marketing materials to promote organization and community.
- Buy advertising as directed and track analytics (reach, impressions, actions, etc.).
- Ensure consistent use of the intellectual properties related to marketing and communications (logos, trademarks) of the Alliance.
- Maintain a library of advertising, photographs and other applicable materials.
- Serve as the Alliance's official photographer.
- Manage various events including securing speakers, coordinating logistics, venue, promotion, scripts, run of show, signage, sponsor fulfillment, and thank you notes.
- Develop public relations materials to enhance the area image and promote area for expanded or new development;
- Develop and maintain media relations with reporters, editors and other media personalities through personal contact and news releases.
- Coordinate committees and manage volunteers.
- Other duties as assigned.

Qualifications:

- Minimum of bachelor's degree in English, journalism, communications or related field. Proficiency in writing, speaking, design, social media, and website development required.
- Strong written and verbal communication skills, and presentation skills.
- Advanced computer knowledge and skills, particularly in Word, Excel, and other database computer software. Knowledge in Wordpress and Adobe Photoshop or other design software preferred.

- Ability to operate equipment to produce videos for social media, host virtual meetings, and provide online training through webinars.
- Minimum two-years experience in related field.
- Strong interpersonal skills and the ability to work effectively with a range of diverse individuals.
- Adaptability and ability to manage competing priorities under deadline required.
- Commitment to the mission of the Alliance and ability to proactively identify opportunities and implement strategies to advance the mission.

Key Competencies:

- Communication skills, written and verbal
- Planning, organizing, prioritizing
- Problem assessment and solving
- Information gathering and monitoring
- Attention to detail and accuracy
- Flexibility
- Adaptability
- Customer/member service orientation
- Teamwork

Physical Demands and Time Requirements:

- Office hours 8:30-5:00 M-F; Must be able to work some evenings and weekends.
- Position may require travel out of the region.
- Must possess a current driver's license

Pay and Benefits:

- Salary range: \$37,000-\$42,000 depending on experience
- Benefits (health, life, vision, dental, retirement, LTD, STD, HRA)
- Vacation, sick days, holidays
- Professional development