



**JOB TITLE:** Communications Specialist

**DATE WRITTEN:** May 2023

**FUNCTIONAL AREA:** Administration

**DATE APPROVED:** TBD

**REPORTS TO:** Communications Coordinator

**PREPARED BY:** Director of Operations

**GRADE:** Full time – non Exempt

**SALARY:** \$40,000 - \$45,000

**POSITION SUMMARY:**

The Communications Specialist is responsible for supporting the Communications Coordinator in executing the communications strategy and marketing plans for the Center. In this role, the Communications Specialist will develop marketing collateral on a daily basis, produce visual concepts to communicate ideas that inspire, inform and captivate our audience, and gather stories and photos of clients that document the work of the Center. This position is an active part of the Administration team, representing the Center in various roles inside and outside of the Center as well as becoming involved with other service area projects and events as necessary.

Our ideal candidate will have previous experience in a similar role and have a strong understanding of current best practices for marketing and multiple social networks, strong graphic design and creative skills, and previous experience using tools to monitor and measure the effectiveness of the campaigns you create.

**MAJOR FUNCTIONS:**

- Develop new content, graphic images, and solicit updates from service areas for website and e-newsletters.
- Design and produce marketing communications for service area activities as well as overall PIC events.
- Develop e-newsletters for donors and clients based on a calendar developed in partnership with the Communications team, ensuring that e-news stories connect to existing or new pages on the website.
- Have knowledge of Associated Press (AP) style and news writing.
- Create visual concepts to communicate information about program services and events to be used on website, social media, and in the e-newsletter.
- Design ads, flyers, banners, brochures, fact sheets, event signage, invitations, etc. as needed according to the PIC branding guidelines.
- With the Communications Coordinator, develop public relations strategies for Center events and announcements as needed.
- Assist in analyzing and reporting impact of communications on organizational success.
- Help write press releases for PIC and signature events as needed.
- Help write and maintain internal communications to keep staff informed of the work of the organization.
- Act as liaison with print companies for reprint productions of PIC collateral materials and items requiring PIC branding.
- Have some experience in organizing events and press conferences.
- Other duties as assigned.

## **MINIMUM QUALIFICATIONS:**

- Bachelor's degree in graphic design, fine arts, communications, or marketing plus two years' relevant experience or any equivalent combination of education and experience
- Demonstrated ability to write strategic communications pieces for an organization, including press releases, newsletters, website and social media content
- Experience with Constand Contact, CANVA and WordPress.
- Strong graphic design skills and proficient with design and editing tools, digital media formats, and HTML
- Ability to deliver creative text, image, and video content
- Familiar with web design, publishing, general marketing concepts and online marketing strategies
- Prior experience in non-profit communications and/or fundraising preferred
- Excellent written and oral communication skills
- Strong interpersonal skills and the ability to relate to other staff, volunteers, agency representatives, clients and the general public
- Must be self-motivated and committed to workplace participation and diversity with the ability to work as a team member
- Ability to juggle multiple projects and meet deadlines in a high-energy, fast-paced environment.
- Knowledge of Google Analytics, keyword research, and Search Engine Optimization
- Experience in working with the American Indian population preferred

## **PREFERENCE:**

In accordance with the Indian Preference Policy, preference is given to American Indians. To claim American Indian preference, a copy of tribal affiliation must be submitted with resume and supplemental information form.

### **Note - All staff requirement:**

- Must have or able to obtain a State of Arizona Department of Public Safety Fingerprint Clearance Card within 90 days
- Dependable transportation, valid driver's license, and automobile insurance coverage in compliance with Center requirements

## **SUBMIT CURRENT APPLICATION PACKET TO INCLUDE:**

- A complete Application Packet includes (1) cover letter, (2) resume (3) supplemental information form
- Via Email: [info@phxindcenter.org](mailto:info@phxindcenter.org)
- Mail Service: PHOENIX INDIAN CENTER, INC. - Personnel | 4520 North Central Avenue, Suite 250 | Phoenix, Arizona 85012
- PH: 602-264-6768 | FAX: 602-274-7486
- [www.phxindcenter.org](http://www.phxindcenter.org) Click on Contact Us
- NOTE: Supplemental Information Form can be found at [www.phxindcenter.org/employment/](http://www.phxindcenter.org/employment/)