

CATHOLIC SOCIAL SERVICES JOB DESCRIPTION

TITLE: Communication Specialist (RAIS, SFH, FDS)
DEPARTMENT: Communication
SUPERVISOR: Sr. Director of Community Engagement
STATUS: Full time/Exempt
UPDATED: 08/2022

The Communication Specialist is responsible for content and story creation around resettlement, food insecurity, and other areas of work at Catholic Social Services. This position will serve as a topic matter expert as well as a liaison between programs and communications for the purpose of planning and campaigns. This position strengthens Catholic Social Services (CSS) mission and brand recognition through compelling content, written stories, photography, videography, outreach, and other communication techniques. The Communication Specialist will work closely with programs and staff. They will capture stories, communicate upcoming events, and create a strong understanding of program services and their needs. The Communication Specialist will use and suggest outreach/communication techniques and contribute to plans that will further communicate the work of the agency and its connection with all audiences. This position reports to the Senior Director of Community Engagement and will work in coordination on other projects as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Content Creation

- a. Work closely with Refugee Assistance and Immigration Services, St. Francis House Food Pantry, and Family Disability Services staff to gain a strong understanding of program services
- b. Keep up to date on current happenings and upcoming events at shelters and homelessness programs
- c. Promote program events and happenings in partnership with the team
- d. Meet with staff and clients to create written and visual stories
- e. Conduct research and work with programs to develop a deep understanding of the challenges of homelessness systems and neighbors experiencing homelessness
- f. Contribute to the mission and messaging of CSS through stories, photos, videos, and graphics
- g. Communicate the needs of clients and programs to donors, volunteers, and the public.

2. External Communication

- a. Contribute to the creation of agency wide publications through photography, design, and written stories
- b. Create and produce content for social media, appeals, Holidays, annual reports, and events
- c. Create and produce video content communicating agency needs, agency news, and agency work
- d. Contribute to the creation email campaigns through ideas, stories, and other content
- e. Assist in website maintenance and content, including the blog

- f. Assist in the creation of campaigns and appeals
- g. Translate program data and technical information into easily understandable graphics and stories
- h. In partnership with program teams, ensure that clients and perspective clients are aware of services and resources at CSS

3. Public Relations

- a. Support for special events.
- b. Assist in the creation of press releases, media relations content, white papers, newsletter content, social media content, and blog content
- c. Develop and reinforce the CSS mission to keep up to date with current agency happenings and goals
- d. Assist with media

4. Provide support in creating communication materials for special projects as needed

5. Valid Alaska driver's license and vehicle insurance (local travel is required). Must be available evenings and weekends when necessary.

6. Maintain regular and reliable attendance.

7. Other duties as assigned.

Physical Requirements: Ability to lift 25 pounds.

Training Requirements: Attend Agency and department orientation. Attend all staff meeting and training as required.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities as needed.

QUALIFICATIONS:

Competencies: The Communication Specialist will be a strong and creative communicator, eager to tell the story of CSS. The Communication Specialist should have experience in graphic design, writing, and social media. Must be flexible, dependable, possess excellent written and oral communication skills and demonstrate attention to detail and organization. Individual must have a sincere commitment to the mission of CSS, its programs, and the people they serve. Must have a strong work ethic, a positive attitude and work well as a member of a team. Must be able to maintain confidentiality and treat all individuals with dignity and respect.

Education/Experience Requirements: Bachelor's degree in marketing, public relations, communication, graphic design, or another related field. Experience in nonprofit work is a plus. Effective communication skills and experience in storytelling, and public relations; proficiency in Microsoft Office Suite. Knowledge of Word Press, MailChimp and Adobe. Must be able to take

initiative and work with little supervision. Must be able to multitask and prioritize projects. Should have excellent written communication skills and the ability to evoke emotion and call to action with written or visual communication. Experience administrating social media for a business or large platform is a plus.

MISSION AND EMPLOYEE ATTRIBUTES:

- **CSS's Mission, Vision, Impact and Values:** Actively supports CSS's mission, impact statement, vision and values.
 - **Mission:** We compassionately serve the poor and those in need, strengthen individuals and families, and advocate for social justice.
 - **Vision:** Catholic Social Services fulfills the social teachings of the Catholic Church through our efforts to mend the holes in society's safety net, alleviate suffering, and promote social change by meeting basic human needs and offering thoughtful opportunities for life-changing growth.
 - **Impact Statement:** Transition individuals and families to permanent stability.
 - **Values:** Aligns actions around organizational values of treating everyone with compassion, dignity and respect, displaying personal integrity, exhibiting a collaborative spirit and giving priority to organizational mission, vision and values when making decisions.
- **Accountability:** Takes ownership for delivering on commitments; owns mistakes and uses them as opportunities for learning and development; openly discusses his/her actions and their consequences both good and bad; has an ability to identify strengths and developmental opportunities and leverages insight to adjust to improve their effectiveness; courage to have difficult conversations.
- **Adapting to Change:** Accepts and adapts to change in a professionally appropriate and thoughtful manner. Is willing to offer a different perspective or approach and yet knows when and how to stand down graciously and accept a well-thought-out decision. Embraces change.
- **Confidentiality:** Maintains the highest level of confidentiality regarding ANHC records and information relating to ANHC, its customers and employees. Appropriately uses internal confidential information for business purposes only. Responsible for knowledge and compliance with the Health Insurance Portability and Accountability Act of 1996 (HIPAA).
- **Communicating Effectively:** Shares information. Listens and involves others. Clearly conveys ideas in a manner that engages others and helps them understand and retain the message.
- **Decision Making/Judgment:** Approaches problems and decisions methodically and objectively; involves others as needed; uses sound judgment in making decisions and understanding the impact to themselves, customers, their team, and the organization; conducts the appropriate analysis to identify the symptoms and root cause of issues; makes timely decisions.
- **Delivering High Quality Work:** Makes sure responsibilities central to the role meet all requirements and expectations. Finishes tasks promptly and critically reviews work to ensure quality and accuracy. Considers impact of work to others and takes steps to mitigate. Seeks additional work after finishing tasks.

- **Demonstrating Initiative:** Acts on his/her own without being prompted; handles problems independently; able to resolve issues without relying on extensive help from others; does more than is expected or asked.
- **Results Orientation:** Is focused on outcomes and accomplishments; follows through on commitments; can be counted upon to successfully execute on goals; motivated by achievement and a need for closure; has an attention to detail and is both efficient and effective in achieving a high level of measurable outcomes; persists in achieving goals despite obstacles.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____