



**Job Description – Communications and Outreach Specialist**

Reports to:	Director of Development
Exempt Status:	Exempt
Work Schedule:	Full-Time
Approved on:	

**SUMMARY:**

The Communications and Outreach Specialist must be an excellent writer and give exceptional attention to detail. It is critical that he/she understand the importance of targeted communications, including how to write for a specific audience and select the most effective communications medium. The person must also engage and educate the community about the organization and its goals. The communications and outreach specialist is the primary point of contact and organizer of volunteers for the organization. Volunteers are recruited at various community events that the communications and outreach specialist will be expected to design and implement. In addition to volunteer coordination, the person will act as a liaison with community partners to further the organizations goals for community and volunteer education. The person must be committed to staying current on the research and new uses of communications technologies and software and should feel responsible for recommending new strategies and applications. Although the position serves all aspects of BBI’s work in collaboration with staff members, the Communications and Outreach Specialist reports directly to the Director of Development.

**Major responsibilities include, but are not limited to:**

- Website maintenance and content development
- Managing BBI’s email marketing system and maintaining the organization’s supporter database
- Managing BBI’s social media, including Facebook, Twitter, LinkedIn and YouTube accounts
- Designing print collateral, including brochures, short publications, and event invitations and signage
- Integrating/cross-promoting all BBI’s communications
- Working with vendors, including website developers, graphic designers and print companies
- Supporting BBI’s basic media relations, including writing press releases and statements, maintaining media lists, and collecting media mentions
- Measuring and evaluating BBI’s online, print communications and media relations
- Editing communications materials written by BBI’s staff and ensuring all communications adhere to the organization’s style guide
- Working with BBI’s staff to execute special events, including developing event communications, and promoting the event

**Required Qualifications, Experience and Skills:**

- Bachelor’s degree, preferably in communications, mass media, political science or related field
- At least five years of work experience and demonstrated success in a communications role that includes social media
- Exceptional writing and editing skills, including the ability to write for a variety of audiences and communications mediums
- Excellent organizational skills, able to multi-task and set priorities, and comfortable with asking for help or reconsideration of priorities
- Extremely detail oriented and comfortable developing and/or working with project plans/timelines
- Flexible and able to work effectively under pressure and deadlines
- Tech savvy and strong problem-solving skills
- Experience working with a website content management system
- Experience working with an email marketing system
- Experience using social media, including Facebook, Twitter, LinkedIn and YouTube
- Proven print collateral design experience
- Able to work collaboratively with vendors, consultants, and BBI’s staff and board
- Media relations experience, including writing press releases and statements, building media lists, and collecting media mentions
- Personal flexibility for after-hours meetings, deadline demands, and travel

**D. PHYSICAL CAPABILITIES:**

- Be able to lift 25-30 pounds and be physically capable of conducting frequent tours throughout the center and participating in internal and external outreach events.
- Be able to supply annually a certificate of good health, which includes a TB test.

\_\_\_\_\_  
EMPLOYEE SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SUPERVISOR SIGNATURE

\_\_\_\_\_  
DATE