



Position Title: Communications Specialist

Job Title: Communications Specialist
Department: Communications
Reports To: Associate Director of Communications
FLSA Class: Exempt
Pay Grade: A4
Prepared Date: July 11, 2023

Summary: The Communications Specialist is responsible for assisting the Communications team with digital and traditional media, with a primary focus on social media and website content updates. The Communications Specialist will be the primary developer of social media content as directed by the Associate Director of Communications under the general guidance of the Director of Communications. Under the guidance of the Associate Director of Communications and working closely with the Media Manager, the incumbent will have creative latitude to develop visual, graphic and written content for social media and will assist with web content updates, as needed. The incumbent will also support the Communications team with administrative duties, as assigned.

Essential Duties include the following. Other duties may be assigned, and reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

1. Draft/create posts, reels and other content for social media under the guidance of the Associate Director of Communications.
2. Generate, schedule, and obtain approval of social media posts, utilizing an approved platform.
3. Compile and archive media stories and social media posts and analytics data; provide informed support on recommendations using data collected and other information assessments.
4. Assist in the development of reports for CEO, Board, and others as assigned by monitoring social media and website analytics, and other platforms as assigned.
5. Remain informed on current events and stay up-to-date on new social media trends and opportunities. Assist in execution of earned and paid media strategies, including but not limited to assisting in coordination of news stories, media events, ad placements, and other relevant needs. Support The Trust in video, photography, and branded graphic development projects.
6. Support web content updates and development, as needed.
7. Support the Communications team with administrative duties , as assigned.
8. Assist the team in execution of Trust signature community initiatives and events.
9. Position may require occasionally working weekends and during non-traditional hours.
10. Other duties, as assigned.

Requirements and Education Experience:

Minimum of one (1) year of experience in communications, media relations, journalism, and/or digital marketing. Bachelor’s level degree in communications or related degree preferred. Equivalent combination of relevant education, certification(s) and direct years of experience will be considered.

The incumbent will have a strong understanding and direct professional experience in social media and digital communications; possess high-quality writing, editing and proofreading skills; exceptional verbal, written and interpersonal skills and the ability to communicate clearly and concisely in individual or group meetings, and interact professionally within a diverse group setting.

Strong problem-solving skills; the ability to evaluate effectiveness of communications programs; redirect priorities and efforts as required, and the ability to work with diverse self-directed teams is required. In addition, the incumbent must have the ability to increase public understanding and support of children's and families’ programs and services, and the ability to maintain effective working relationships with superiors, colleagues, representatives of the media, institutional partners, and members of the public. Essential to this position is the ability to understand the dynamics of large urban communities with high levels of immigration and demonstrated cultural competence. Knowledge of Miami-Dade County and relevant stakeholders and bilingual (English/Spanish or English/Haitian Creole) written abilities are preferred.

Scope of Responsibility:

The Communications Specialist, under general direction from the Associate Director of Communications, exercises discretionary judgement regarding the operations of the communications team and organization's communications strategy. The incumbent applies business, financial and managerial skills and operates under the parameters of the Board and internal policy, procedures, direction and protocol.

Errors of fact, interpretation or judgment can result in significant monetary and human resources losses and undermines the financial effectiveness and overall success of The Children’s Trust. The incumbent has access to the most proprietary information regarding the Trust’s strategy and internal information and is expected to demonstrate the highest levels of discretion and business conduct and ethics.

Working Environment: The incumbent performs administrative work in a normal office environment with comfortable air temperatures and adequate lighting and ventilation a minimum of two days per week, with other in-office hours, as assigned. During daily work, the incumbent alternates physical activities such as sitting, walking, and may carry equipment and supplies occasionally. Overnight travel is infrequent; local travel occurs on occasion.

Employee Behavior: Culturally sensitive and literate; respectful; team player; organized; detail-oriented; resourceful; able to work in an open office environment; people/customer service-oriented; able to work in a team or group setting; able to keep abreast of current professional practices.

Tools, Equipment, Supplies and Materials:

Considerable knowledge of social media platforms and tools, web content language and software, graphic and layout design concepts and practices, multi-media design and management information systems. Familiarity with digital photo and video equipment use and care. Will use office computer, printer, copier, fax and scanner; audiovisual equipment, and teleconferencing equipment.

Employee Name _____ Date _____

Signature _____

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