

Housing Authority of City of Milwaukee

CLASS SPECIFICATION TITLE: Communication Coordinator

<u>BAND</u>	<u>GRADE</u>	<u>SUBGRADE</u>	<u>FLSA STATUS</u>	<u>Department</u>	<u>Reports To</u>
C	4	3	Exempt	Resident Services	Director of Community Programs and Services

CLASS SUMMARY:

This position is responsible for developing and implementing the organizational communications and marketing plan. This position collaborates with staff and others to raise awareness and support for the Authority across multiple audiences and marketing channels. Responsibilities may include communicating with the media; developing communication materials; and assisting with events.

TYPICAL CLASS ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)

1.	Develops and manages the communications plan.
2.	Manages the development and production of marketing and other communications materials, including the annual report and promotional items; collaborates with outside designers.
3.	Manages the development and maintenance of Authority websites; manages presence on third party websites; collaborates with IT and outside vendors.
4.	Prepares and edits press releases, newsletters, flyers, brochures, and other electronic communications.
5.	Maintains and expands the social media strategy.
6.	Manages the Authority's brand.
7.	Develops and tracks goals and metrics for websites, mass email, and social media.
8.	Leads marketing and communications activities for fundraisers, grand openings, and other events.
9.	Leads online and social media based fundraising campaigns; provides input to staff on donor communications.
10.	Collaborates with management on internal communications and assists staff in preparing external communications related to assigned programs.
12.	Serves as the media contact and spokesperson; maintains and cultivates media contacts; fields interview requests.
14.	Manages media training for management, board, and others.
15.	Performs other duties of a similar nature or level.

TRAINING AND EXPERIENCE (positions in this class typically require):

Bachelor's degree in Communications or related field; 5-7 years of related experience; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

LICENSING REQUIREMENTS (positions in this class typically require):

Licensing Requirements:

- Wisconsin Driver's License

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KNOWLEDGE (position requirements at entry):

Knowledge of:

- Applicable federal, state, and local laws, rules, and regulations;
- Computers and related software;
- Communication policies and procedures;
- Graphic design concepts;
- Methods of developing various communications;
- Social media channels;
- Event planning techniques.

Independent Judgment/Decision Making/Problem Solving:

Performs duties within scope of general authority policies procedures, and objectives. Analyzes problems and performs needs assessments. Uses judgment in adapting broad guidelines to achieve desired results. Regular exercise of independent judgment within accepted practices. Makes recommendations that affect policies, procedures, and practices. Refers exceptions to policy and procedures to the supervisor.

SKILLS (position requirements at entry):

Skill in:

- Using computers and related software;
- Developing communications;
- Designing graphics;
- Planning events;
- Managing projects;
- Utilizing communication and interpersonal skills as applied to interaction with coworkers, supervisor, the general public, the media, and others sufficient to exchange or convey information.

PHYSICAL REQUIREMENTS:

Positions in this class typically require: reaching, standing, walking, fingering, grasping, feeling, talking, hearing, seeing, and repetitive motions.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Walking and standing are required only occasionally.

NOTE:

The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

SIGNATURES:

EMPLOYEE

SUPERVISOR