

POSITION TITLE: COMMUNICATIONS SPECIALIST

BASIC FUNCTION:

Develop news and promotional copy for newsletter, convention guide, web and direct marketing appeals. Coordinate production of publications, web site content maintenance and member communications and promotions.

SPECIFIC RESPONSIBILITIES:

Communications:

1. Implement member communications strategy through coordination of monthly mailings, broadcast faxing, web site and other communication media.
2. Coordinate quarterly newsletter content development and production.
3. Design and update marketing flyers and mailers for programs and services as needed.
4. Write and manage distribution of association press releases and other assignments as required.
5. Maintain records of communications activities including excel spreadsheets and press release plans & schedules.
6. Maintain press contacts database, press clippings files and trade press files.

Publications:

7. Coordinate the production of the annual convention guide, including writing and proofing as required.
8. Coordinate the production of the annual membership directory including review and revision of the directory update forms, preparation of the mailing of updates, preparation of the directory information for publication and proofing of the print out of the directory.
9. Coordinate production and maintain content of the Association's product catalogs.

Web Site:

10. Coordinate content revisions, in collaboration with other staff, and write copy for all web site updates.
11. Manage the relationship with ASSOCIATION's web site host company regarding enhancements and updates.
12. Update web site content monthly.

Administrative:

13. Assist with implementation of the Image Campaign.
14. Assist with administrative tasks related to Director of Marketing & Communications projects.
15. Assist with other duties as assigned.

INTERNAL RELATIONSHIPS:

Reports to Director of Marketing and Communications. Works with other staff as required.

EXTERNAL RELATIONSHIPS:

Work with selected vendors for newsletter, membership directory, mailing house, production, and web site.