



JOB DESCRIPTION

Communication Specialist

FLSA STATUS: Non-Exempt **GRADE:** 7
REPORTS TO: Communications Manager **DIVISION:** General
WORK LOCATION: Temporarily located in Seguin, Texas

Location will permanently transition to New Braunfels, Texas in 2019/2020

EFFECTIVE DATE: 01/2019

SUMMARY

The Communications Specialist is responsible for coordinating and implementing public and community relations programs and social media engagement and strategy. This position reports directly to the Communications Manager and may also perform duties requested and directed by the Executive Manager of Administration.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Write GBRA-related or industry-related content, take or secure photography and video clips, and secure links to “legitimate” news sources for social media posting and/or electronic (digital) communications.
- Disseminate and track e-communication campaigns through contracted online media monitoring service.
- Optimize use of GBRA’s social media presence as an information system during emergency situations, such as flood events.
- Project management of special events, campaigns.
- Respond appropriately to media and constituent questions in a timely manner with a strong working knowledge of GBRA, and/or with the assistance of in-house subject matter experts, address inquiries accurately.
- Establish and maintain accurate media lists.
- Develop and/or implement existing community outreach programs including social and community awareness activities and incentives, facilitating from concept to clean-up.
- Assist with planning and coordination of employer sponsored events.
- Track invoices and work within budget guidelines.
- Provide other assistance as directed by the Communications Manager.

KNOWLEDGE/SKILLS/ABILITIES

- Strong understanding of social media and experience in creating and implementing social media campaigns.
- Proficiency with Microsoft Office tools required (Word, Outlook, Excel), Constant Contact, and social media applications (Facebook, Instagram, Twitter).
- Copy edit, proofread and revise communications.
- Media relations experience.
- Working knowledge of digital cameras and video equipment.
- Work under steady pressure with frequent interruptions.
- Ability to coordinate activities and meet critical deadlines.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of a day.
- Possess excellent organizational skills.
- AP writing style experience
- Internal communication knowledge
- Ability to meet goals and objectives on schedule.
- Ability to maintain confidentiality relating to the interoperations of GBRA, in communications with GBRA board members, co-workers, and external constituents, and regarding personnel issues.
- Perform related duties as assigned.

EDUCATION/CERTIFICATIONS

Bachelor's Degree in public relations, marketing, journalism or related field.

Current valid driver license and ability to remain insurable under GBRA's vehicle liability policy.

EXPERIENCE

3+ years of experience in communications, journalism, internal communications or related field to include experience with print and broadcast media.

MANAGERIAL RESPONSIBILITIES

No

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Standard physical activity such as periodic standing, walking, sitting, and basic motor skills to operate necessary computer programs. Occasional walking across terrains primarily on GBRA

properties or sites. Must be able to lift 40 pounds waist high and retrieve items at least five feet from floor.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

TRAVEL

May be required to travel up to 30 percent of the time within GBRA’s 10-county district and extended areas to attend conferences, tradeshow, trainings, or meetings, and for photo/video shoots.

ACKNOWLEDGEMENTS

Employee Signature

Date

Supervisor Signature

Date

The above statements are intended to describe the general nature and level of work performed by individuals assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. Management retains the right to add or to change duties, education/experience/skills requirement of the position at any time.