Communications Specialist

Position Purpose

The Communications Specialist markets ECICOG services and advances the ECICOG brand across our multi-county region in addition to supporting efforts to promote public engagement in a wide range of planning activities. This position reports to the Transportation and Transit Director and works closely with the Executive Director and other ECICOG departments.

Responsibilities

1. Manages ECICOG’s communication mediums and platforms.
   a. Develops and maintains ECICOG’s website and other related websites.
   b. Writes and distributes bi-monthly electronic newsletter.
   c. Writes, designs, and distributes annual report.
   d. Manages ECICOG social media sites.
   e. Manages distribution lists.

2. Identifies communication opportunities to help market ECICOG services and advance our brand
   a. Writes success stories to share across multiple platforms.
   b. Writes and distributes press releases.
   c. Creates presentations, brochures, and other communication materials.

3. Serves as internal consultant for public/citizen engagement activities.
   a. Strategizes on how to hold successful public meetings or events and assists with implementation.
   b. Manages internal citizen engagement software.
   c. Serves as internal consultant on use of engagement software or tools.
   d. Designs surveys and analyzes data as requested.

4. Assists with the development of the Regional Vision Strategy and other planning processes.
   a. Creates visually appealing and accessible planning documents.
   b. May write and/or edit content as assigned.

5. Manages vendors or contracts for software, printing, and other communications-related activities.
   May write requests for proposals and/or participate in selection process for outsourced work.

6. Coordinates the timely disclosure of public information and responds to requests for public information.
7. Acts as the Title VI Coordinator and ensures agency compliance with the current Title VI Plan. Makes revisions necessary for continued compliance as requirements change.

8. Supports ECICOG’s reputation as a regional leader.
   a. Works to continuously improve ECICOG’s reputation, services, and deliverables. Understands that doing relevant, high-quality work and generating revenue are both important to sustaining the organization.
   b. Stays current on regional issues and best practices in the communications field. Looks for opportunities to broaden skill set.
   c. Shares technical expertise with other team members within organization. May provide work direction to less experienced staff.
   d. Attends occasional evening meetings.

Knowledge and Skills
   a. Strong attention to detail.
   b. Strong customer service orientation.
   c. Excellent written communication skills.
   d. Ability to work on several projects or issues simultaneously,
   e. Ability to manage projects efficiently and effectively.
   f. Strong aptitude for implementation of technology to improve work products.
   g. Experience with website content management systems, email marketing tools, Microsoft Office Suite and Adobe Creative Cloud.
   h. Strong graphic design skills.
   i. Willingness to support the work of other teammates and departments.

Work Environment This is a hybrid work position. ECICOG staff currently have the option to work three days in our Cedar Rapids office and two from home.

Minimum Qualifications

The Communication Specialist position requires a bachelor’s degree in communications, marketing, or related field and two years of related office work experience.

Successful candidates will model ECICOG’s core values of service, flexibility, teamwork, “can-do” spirit, and love for our communities and region.