

Greater Wisconsin Agency on Aging Resources

Position Description

Position Title: Communications Coordinator

Reports to: Older Americans Act Programs and Special Projects Manager

Position Status: This is a 50% time exempt staff position working standard business hours Monday through Friday, with some nights, weekends and overnights possible.

Position Summary:

The Communications Coordinator will: (1) assist the agency with its internal and external communications and materials; (2) write, edit, design, and manage marketing and outreach materials.

Essential Job Functions:

In keeping with GWAAR's strategic objectives and brand identity, the incumbent will:

1. Assist the agency in its overall internal and external communication efforts. Provide advice and communications support to internal audiences (e.g., participate on special project and subject area teams as needed) and external groups (as assigned) on communications strategy, messaging, appropriate platforms, and design.
2. Work with staff specialists to write, design, edit, and manage GWAAR communication materials including brochures, program ads, displays, issue briefs, presentations, flyers, newsletter and other materials as needed for print, web, and other mediums.
3. Manage GWAAR website including look and feel (aesthetic), navigation, and site content.
4. Develop GWAAR communications plan.
5. Write and issue press releases, media advisories, and letters to the editor to promote aging services and advocacy initiatives.
6. Support agency learning management software.
7. Coordinate the planning of virtual and in-person aging director's meetings.
7. Perform other related duties as assigned.

Qualifications

Required:

- Bachelor's degree (or higher) in communications, marketing or a related field from an accredited college or university, plus at least three years related work experience or equivalent experience.
- High level of initiative, energy and ability to multi-task.
- Ability to communicate clearly and effectively, both orally and in writing.
- Proficiency in desktop publishing, Microsoft office, ~~and~~ social media, Adobe Acrobat DC, image editing, video production and e-mail marketing
- Ability to organize and plan work effectively.
- Strong interpersonal skills,
- Understanding of the application of 508 Compliant practices to communication materials
- Website management
- Valid Wisconsin driver's license and access to an insured automobile.

Preferred:

- Experience in aging programs and services