



## Position Announcement

# Communications Specialist

**Job Title:** Communications Specialist

**Department:** NSVRC Communications

**Reports To:** Communications Director

**FLSA Status:** Full Time, Exempt

**Work Hours:** Primarily Regular Business Hours

**Travel Expectations:** Occasional Travel

**Salary Range:** \$43,850 to \$48,850

## Position Summary

The Communications Specialist promotes the goals and objectives of the organization through producing publications and assisting with messaging, public relations, marketing, and social media outreach. The Communications Specialist coordinates the NSVRC's biannual newsletter, The Resource, and reviews and edits print and online publications. In addition, the Communications Specialist works closely with printers and other consultants to manage the production of materials. This position responds to media requests and prepares information for media and for the field. As a member of the Communications Team, this position plays a key role in NSVRC's overall online presence and promotion of resources including social media management, email marketing, and online content development (web pages, blogs, podcasts, videos, etc.). This position also coordinates communications needs of our partner initiative RALIANCE.

## Essential Duties and Responsibilities

### Publications

- Coordinates the planning, editing, production of print and online publications. Works with members of staff to schedule and plan upcoming projects.
- Serves as editor for NSVRC's magazine-style newsletter, The Resource. Assists with writing other publications.
- Ensures quality of materials through knowledge of organization's publication standards. Keeps track of projects and their deadlines.
- Assists in the content development, design, and maintenance of web pages. Posts resources

- (blogs, videos, podcasts, etc.) ensuring that they meet organization's accessibility standards.
- Establishes and maintains contact with printers, graphic designers, and other professionals assisting with materials.
  - Participates as a member of the language access group and works with staff to create original and translated Spanish-language materials.

### **Medical and Messaging:**

- Assists in implementing messaging and communications strategies.
- Actively monitors presence in the media and online using Cision. Keeps up to date on relevant news stories.
- Assists with developing talking points, press releases, editorials and other resources in response to current events and issues. Disseminates press releases on the organization's website and via newswire.
- Acts as a resource to the media, staff, and constituents in their response to information requests from the public and the media.
- Coordinates the communications needs of RALIANCE, including social media, email, and Google Ads.

### **Branding and Promotion:**

- Develops and monitors standards and procedures for original, printed, and copied material including consistency of message and branding.
- Manage organization social media accounts and assist with regular posting to Twitter, Facebook, Instagram, LinkedIn, and other social media pages. Regularly gather analytics to understand and engage our online audience. Attend monthly social media check-in meetings to strategize participation in partner campaigns, events, and cultural observances.
- Assist with developing and disseminating e-newsletters and email marketing content. Utilize customer relationship management (CRM) software to optimize outreach and engagement of online audiences.
- Assists with marketing materials and public awareness campaigns, including Sexual Assault Awareness Month campaign.
- Prioritizes diversity, inclusion, and a racial justice lens in publications and outreach efforts. Coordinates the development of culturally-relevant materials to engage a diverse range of traditionally underserved communities.
- Coordinates release dates and promotional activities with the annual outreach plan.
- Designs online promotional content (share graphics, email banners, etc.) as needed.

### **Branding and Promotion:**

- Assists the Communications Director in planning projects and identify team objectives.
- Assists with joint projects with the PA Coalition Communications Department, such as conferences and special events.
- Attends and/or participates in national conferences, workshops, meetings, and focus groups. May make public presentations in areas of expertise.

- Participates in staff meetings and in-service trainings and performs other duties as assigned.

## Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## Education and/or Experience

Background in Communications, Journalism, English, Marketing, or related field. Three years of related experience and/or training required; or equivalent combination of education and experience, such as but not limited to Associate's Degree, Bachelor's Degree, or other related certificates, continuing education, and experience.

This position requires research abilities, a sound understanding of statistics and social science methodology and excellent writing and editing skills. Some public speaking is required. Experience with social media platform management (including Facebook, Twitter, Instagram, LinkedIn); graphic design with Adobe Creative Suite software (InDesign, Photoshop, and Illustrator); customer relationship management (CRM) software; and website content management systems preferred.

Knowledge of sexual assault direct service, prevention, or related social justice field is helpful. Candidates should thrive in a fast-paced, collaborative team, excel at multitasking, managing multiple projects and deadlines, and demonstrate attention to detail. Candidates who identify as bicultural and bilingual in Spanish and English are encouraged to apply.

## Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

## Reasoning Ability

Ability to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

## Requirements

1. Ability to effectively manage multiple priorities and projects simultaneously and ability to meet strict deadlines. Ability to identify and respond to shifting priorities.

2. Must be a self-starter that can work within a team and fast-paced environment and handle a variety of tasks with multiple deadlines. Must be very detail-oriented and work with minimal supervision.
3. Excellent oral and written communication skills. Must possess excellent project management, organizational and negotiation skills. Excellent client service skills.
4. Demonstrated sensitivity and ability to collaboratively work with individuals and groups from diverse populations and organizations. Ability to maintain cooperative and professional demeanor with rape crisis centers, coalitions, agency staff/board, council members, vendors, consultants, allied professionals and the general public. Must be able to foster positive working relationships with people and create a respectful and open accessible environment.
5. Must have proficiency with the technology necessary for the functions of the position.
6. Accept and abide by the mission and core values of PCAR.
7. Must be willing to complete a Pennsylvania rape crisis center sexual assault victim counselor training, if not already completed in the past 3 years.
8. Pennsylvania driver's licence and vehicle are not required for this position.

## Certificates, Licenses, Registrations

Not applicable

## 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.

While performing the duties of this job, the employee is frequently required to stand, walk, sit, and talk and hear. The employee is occasionally required to use hands to finger, handle, or feel; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

## 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.

The noise level in the work environment is usually moderate.

## Other Duties As Required

The statements contained herein describe the scope of the responsibility and essential functions of this position but should not be considered to be an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including but not limited to work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

## Salary Range

\$43,850 to \$48,850 depending upon qualifications.

## To Apply

PCAR offers a competitive salary and benefits package. Qualified candidates are encouraged to apply online at [pcar.org/employment](http://pcar.org/employment) by May 4, 2022.

## Who We Are

Founded in 1975, the Pennsylvania Coalition Against Rape works to end sexual violence and advocates for the rights and needs of all sexual assault victims. PCAR partners with a network of rape crisis programs to bring help, hope, and healing around issues of sexual violence to the Commonwealth of Pennsylvania. PCAR also operates the National Sexual Violence Resource Center (NSVRC), which identifies, develops and disseminates resources regarding all aspects of sexual violence prevention and intervention. Key elements of PCAR's work includes:

- Ensuring that communities have access to quality victim services and prevention education by providing funding, training, materials and assistance to a network of rape crisis centers that serve all of Pennsylvania's 67 counties.
- Providing resources and training on sexual assault-related issues to professionals across the Commonwealth.
- Promoting public policies that provide protections and services to victims of sexual violence, hold offenders accountable, and enhance community safety.
- Launching the Sexual Violence Legal Assistance Project in 2018 to provide holistic legal services to survivors of sexual violence.
- Working with media to increase public awareness, access to accurate information, and ethical reporting practices.
- Collaborating with the National Alliance to End Sexual Violence (NAESV), and the ValorUS to operate RALIANCE. RALIANCE was founded in 2015 through a multimillion dollar seed investment by the National Football League with a mission of ending sexual violence in one generation. RALIANCE promotes prevention by awarding grants, advancing research, policymaking, and more.

## Who We Are

PCAR understands sexual violence as a social justice issue and works to prevent and respond to sexual violence within this framework. We are committed to nurturing a workplace that is affirming, inclusive, and respectful of all people and the ways in which they identify across race, class, ability, gender, sexual orientation, age, and other characteristics.

## Equal Employment Opportunity Commission

PCAR provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.