

# **Crawford County Commission on Aging Job Description**

## **Title**

Public Relations Coordinator

## **General Description**

Plans and publishes all public relation material via print, website and social media sites. Acts as the coordinator for all agency press and advertising.

## **Essential Duties**

Coordinate material for the Senior Gazette. Design monthly publication. Prepare distribution. Assist Director with ongoing cost containment.

Coordinates agency calendars.

Takes photographs for use in publications when possible. Maintains picture and logo library for use in publications.

On an ongoing basis, update the agency website to maintain current information.

Develop and maintain social media sites with current events and activities.

In partnership with the Director, develop and explore promotional and advertising opportunities for various programs, activities and events using various media sources (i.e. newspaper articles, PSAs, flyers, brochures, radio and TV spots).

Provide local media outlets with press releases and photos to promote awareness and understanding of the various activities and programs offered by the agency.

Design, print and distribute flyers and brochures to promote the agency and its programs, activities and special events.

In conjunction with the Administrative Assistant, develops and publishes agency annual report.

Collaborate with community businesses and various service agencies to promote internal as well as external programs and services for the older adult community.

### **Other Job Duties**

Maintains participant confidentiality only sharing information with appropriate COA staff on an as needed basis.

Keeps Director informed of affiliate concerns as they arise.

Observes safety and security procedures for the protection of employees, participants and volunteers.

Participate in meetings and trainings as required.

Other duties as assigned by the Director.

**Supervisory Duties:** Senior Gazette Volunteers

**Supervision Received:** Supervision given by the Director.

### **Minimum Qualifications**

Any equivalent combination of education, training, or experience which demonstrates skills and abilities will be considered. However, the following is preferred:

#### **Experience and Training**

High school graduate or equivalent required. Associate or Bachelor's Degree in advertising and/or public relations preferred or a minimum of two (2) years work experience in public or media relations.

#### **Knowledge, Skills and Abilities**

Strong computer skills in graphics, publishing software and photo editing.

Strong experience in social media applications.

Strong experience in website development and maintenance.

Ability to delegate assignments to volunteers. Matches assignments with volunteer interests and abilities. Ability to monitor delegated assignments and set expectations.

Ability to lift up to 25 pounds.

Knowledge of confidentiality rules regarding to the protection of older adult's personal information.

Ability to maintain good personal hygiene.

Strong interpersonal communication skills, including listening and positive feedback.

Ability to understand and follow verbal and written instructions.

Ability to communicate effectively and appropriately both verbally and in writing.

Ability to work independently, organizing and structuring own work.

Ability to exercise initiative.

Strong innovation skills which include resourcefulness and creativity.

Ability to perform duties thoroughly and accurately. Looks for ways to improve quality and efficiency. Willingness to accept constructive criticism to improve performance.

Strong organizational and time management skills.

Commitment to a high standard of ethical behavior. Treats others with respect. Upholds organizational values of customer service, professionalism and positive attitude.

Problem solving ability; ability to use good judgment, courtesy and tact in interactions with others and in handling problems.

Ability to represent the agency in a professional, positive manner.

Ability to maintain effective and harmonious relations with other employees, volunteers and older adults.

Maintains appropriate boundaries with clients, participants and volunteers.

Ability to interact and work in a team effort in service delivery.

Familiarity with the problems and issues confronting older adults and the disabled in the local community.

Ability to speak, write, read and understand English with proficiency.

## **Special Qualifications**

Possession of a current Michigan Driver's license and access to an insured, reliable, personal vehicle for use.

Ability to pass a Criminal History background review through the Michigan State Police ICHAT, Michigan Public Sex Offender Registry, and the National Sex Offender Registry.

This job description in no way states or implies that these are the only duties to be performed by an employee occupying this position. Employees are required to follow any other job-related instructions and to perform any other job-related duties requested by the Director or its designee.

Requirements are representative of minimum levels of knowledge, skills and abilities. To perform the job successfully, the employee will possess the abilities to perform each duty proficiently.

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