



PUBLIC RELATIONS COORDINATOR

This contract position is responsible for coordinating media content and community engagement opportunities for the Children's Services Council of Leon County (CSC Leon) to include, but not be limited to the following: social media, media and press releases/events, local campaigns, and community engagement activities. This position also provides additional communications support to CSC Leon as needed.

DUTIES AND RESPONSIBILITIES:

- Develops content for social media, monthly newsletter, website and other digital communications
- Implements strategies and best practices for communications including developing a social media calendar with implementation plan and data analytics for social media impressions/engagement
- Coordinate with community partners to develop and implement local campaigns that align with CSC Leon goals
- Creates basic flyers for events, meetings, informational sessions and trainings
- Publishes public notices for events, meetings, informational sessions and trainings
- Participates in community engagement opportunities (resource fairs, outreach activities, etc.)
- Writes and distributes media advisories and press releases, and coordinates related events
- Develops and maintains press kits/resources
- Develops and maintains relationships with media outlets and reporters
- Develops and maintains contact database with various distribution lists for specific purposes
- Provides ongoing media tracking of key people, issues and programs in the community directly or indirectly related to CSC Leon
- Provides additional communications support, as needed
- Other duties as assigned

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong understanding of the media landscape including social media platforms, design, and video
- Experience with social media analytics and crafting content for varied platforms
- Strong written and verbal communication skills, including the ability to proofread and edit print and electronic communication
- Knowledge of communication strategies, public relations, and media management
- Keen interest in human services sector
- Proficiency in MS Word, PowerPoint, and Excel
- Ability to work independently in a fast-paced environment
- Superior organizational skills and close attention to detail

TRAINING AND EXPERIENCE:

Graduation from an accredited college or university with a degree in communication, journalism, public administration, marketing, English or related field; or combination of training and experience. 1-2 years of experience in communications or related field. Proficient in the use of MS office products, including PowerPoint and Excel.

PHYSICAL DEMANDS AND WORKING CONDITIONS:

The employee performs work in a normal office setting within a reasonable environment. While performing the duties of this job, the employee may be required to perform travel within Leon County. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

COMPENSATION: This is a part-time, contract position requiring 24 hours per week at \$20 per hour.