

COMMUNICATIONS SPECIALIST

Job Description

The Communications Specialist serves as a non-partisan source of information to the public on the activities of the legislative branch. The Communications Specialist is responsible for developing and implementing communication plans with stakeholders in the legislative branch, writing and issuing press releases, managing media relations, responding to requests for information, including open records requests, and developing and implementing communications approaches and monitoring effectiveness.

Essential Functions

- **Media Outreach**

- Develop proactive media outreach strategy.
- Manage the public affairs and media activities of Legislative Council and the Legislative Assembly.
- Prepare, review, and release media correspondence, including media advisories and news releases.
- Develop and maintain positive professional relationships with various members of the media.
- Manage media contacts and other distribution contact lists for mass communications.

- **Messaging**

- Ensure the legislative branch has a unified, clear, and compelling voice with consistent messaging.
- Formulate messaging and informative content for internal and external communication efforts.
- Engage with Legislative Council staff to learn and understand specific roles and projects within the legislative branch.

- **Public Education and Outreach**

- Establish working relationships with members of stakeholder groups, including state agencies, federal agencies, political subdivisions, and the public.
- Use all applicable mediums to reach constituents to provide timely and accurate communication from the legislative branch.
- Contribute toward the development of internal and external publications, public outreach efforts, and presentations.
- Assist with efforts related to community outreach programs, including efforts to inform the public on how to engage in the legislative process.
- Leverage analytics and reports to determine effectiveness and seek continual improvement in communication initiatives.

- **Writing and Editing**

- Write for a variety of platforms, switching voice as needed and simplifying technical jargon.
- Edit work for correct spelling, grammar, and punctuation.

- **Social Media**
 - Develop and implement a social media presence for the legislative branch.
 - Monitor and maintain the legislative branch social media account by updating and creating content, enhancing design and user features, and providing notifications of upcoming meetings and events.
- **Newsletters/Emails**
 - Draft emails to effectively convey information and announcements.
 - Create internal and external newsletters in a professional platform.
 - Maintain email lists.
- **Graphic Design**
 - Perform duties related to design for website, social media, public relations, advertising, and publications.
 - Create and develop manuals, brochures, flyers, folders, business cards, banners, signs, social media graphics and posts, GIFs, infographics, posters, and videos.

Qualifications

- Undergraduate or advanced degree in communications or journalism or a minimum of 4 years of relevant professional experience in a communications field.
- Ability to write and edit content to ensure effective communication and clarity of message.
- Working-level knowledge in photo editing software.
- Outstanding organizational skills, attention to detail, and time-management skills.
- Excellent communication, both oral and written, and presentation skills.
- Ability to explain information to a diverse audience.
- An interest in state government structure and functions and the legislative process.