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**Panama City Rescue Mission
Communications Specialist
Job Description**

Job Title: Communications Specialist
Department: Development

Reports to: VP of Development
Revised Date: Jul 2018

Summary: Reporting to the VP of development, the Communications Specialist will guide the strategy and tactics for all communications, website, and public relations messages and collateral to consistently articulate Panama City Rescue Mission's purpose. The Communications Specialist will work closely with members from the development department, ministry department and operations department on a variety of strategic initiatives. In addition, the Communications specialist's purpose is to improve the public awareness of PCRM's ministry and successes through maintaining a steady stream of communications via print, digital, social media and community events.

Critical features of this job are described under the headings below. They may be subject to change at any time due to reasonable accommodation or other reasons.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Develop, implement, and evaluate the annual communications plan across the Mission's audiences. Work with the VP of development to decide who, where, and when to disseminate.

Lead the creation of on-line content that engages audience segments and leads to measurable action.

Schedule dates and times for all communication vehicles used to raise funds and awareness, as well as, to report the effectiveness of such communications activities.

Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to special events, thank you letters, gift acknowledgements, newsletter, direct mail, brochures, social media and the website.

Manage all media contacts and issue press releases.

This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.

Qualifications and Competencies: To perform the job successfully, an individual should demonstrate the following competencies: proper oral communication, team work, organizational skills, written communications, dependability, initiative and innovation (thinks outside the box).

Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills. Looks for ways to improve and promote quality within the organization. Demonstrates accuracy and thoroughness.

Safety and Security – Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.

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/Experience:

High School diploma or general education degree (GED), Associates degree (A.A.) or equivalent from two-year college or technical school; or six months to one-year related experience and/or training; or equivalent combination of education and experience. Communications work history preferred.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Word Processing software including and not limited to Outlook, Facebook, Word, Excel, and PowerPoint applications.

Supervisory Responsibilities: None.

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.

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.

The employee must frequently lift and/or move up to 25 pounds. Specific vision abilities required by this job include Close vision, Distance vision, Peripheral vision, depth perception and Ability to adjust focus. While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel, reach with hands and arms and talk or hear. The employee is occasionally required to stand/ walk and sit.

Oral Communication: Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Team Work: Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Supports everyone's efforts to succeed.

Written Communication: Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Quality Management: Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

Visionary Leadership: Displays passion and optimism; Inspires respect and trust; mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.

Business Acumen: Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Diversity: Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; educates others on the value of diversity; promotes a harassment-free environment; Builds a diverse workforce.

Ethics: Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational values.

Organizational Support: Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Supports affirmative action and respects diversity.

Strategic Thinking: Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Adapts strategy to changing conditions.

Adaptability: Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Dependability: Follows instructions, responds to management direction/ Takes responsibility for own actions; Keeps commitments; Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative: Volunteers readily, Under-takes self-development activities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.