

# OPEN RECRUITMENT

## *Job Announcement*

December 7, 2020



**Position Title:** Communications Specialist  
**Department:** Marketing and Communications

### **SUMMARY:**

The Communications Specialist reports to the Director of Communications/Communications Manager and supports the Agency's overall communications and marketing strategies by creating, designing and distributing messages across digital and print platforms. The Communications Specialist has a strong background in graphic design and visual communications and technical expertise in distributing content through diverse digital platforms, including websites, social media channels, video and e-marketing and e-newsletter tools. The Communications Specialist possesses a demonstrated ability to forge collegial, cooperative and mutually beneficial relationships across the Fort Worth Housing Solutions organization, with clients and with freelancers and other contractors who support the agency's work.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

*The below statements are intended to describe the general nature and scope of work being performed by this position. This is not a complete listing of all responsibilities, duties and/or skills required. Other duties may be assigned.*

#### Collateral Materials:

- Help draft content, design, proof and produce a variety of FWHS collateral, from business stationery and promotional products to mailers and reports.
- Supports agency presentations through design and content editing, from PowerPoint to online client training modules.

#### Crisis communications:

- Assists the Director with crisis communications message development as needed.
- Backs up the Director as the secondary team member authorized to distribute emergency messages via the agency's mass notification system and through its social media channels.
- Monitors external media and social media mentions of the agency during a crisis; reports findings to the director.

#### E-Marketing:

- Assist in developing content for the agency's Client, Stakeholders and Employee e-newsletters and other e-marketing messages intended to promote agency events, services, incentives and other activities.
- Assist in increasing and maintaining agency contact lists for e-marketing purposes; update contacts; tag contacts with appropriate constituent labels.
- Help manage the overall content calendar and e-newsletter schedule.

#### Graphic Design:

- Create visual elements for all aspects of the communications program in formats that support print and digital channels.
- Support advertising requests through content development and graphic design.

#### Photography and Videography:

- Take digital photos and videos as directed
- Edit images and simple videos with digital tools and software platforms
- Collaborate with contract photographers and videographers to secure images and videos that convey the agency's key messages and achievements.





#### Social Media:

- Help plan, create and post messages to the agency's social media channels (primarily Facebook, LinkedIn and Twitter)
- Collaborate with internal and external partners to regularly populate social media channels with content that advances and lifts up the agency's mission and connects clients with FWHS services and programs.
- Use subscription media monitoring platforms to identify and share content that supports the work of FWHS.

#### Websites:

- Create, review and publish content to Fort Worth Housing Solutions' websites.
- Help develop strategies for new web pages and features that advance the agency's mission and serve its clients.
- Help coordinate website development with third-party service providers.
- Regularly review existing web pages for needed updates
- Monitor and respond to internal requests for web content, new pages and updated features.

#### Media Relations:

- Publishes news releases to the websites; promotes agency news across social media channels and through e-marketing tools as directed.
- Fields media inquiries in the absence of the Director of Communications/Communications Manager.
- Assists in maintaining media contact lists.
- Monitors media coverage through the agency's subscription services.
- Helps prepare reports and media clips for FWHS Board of Commissioners meetings.

Performs other job-related duties as assigned.

#### **Job Competencies:**

- Strong journalistic writing skills and superior oral, written and visual communication skills.
- Knowledge and sound understanding of communications strategies and practices.
- Ability to work independently and consistently accomplishing duties with limited supervision.
- Ability to effectively communicate on all levels.
- Ability to complete projects under tight deadlines.
- Ability to effectively and quickly complete assigned duties.
- Ability to identify and resolve obstacles to successfully completing assigned duties.
- Ability to successfully prioritize projects.
- Attention to detail.
- Ability to quickly learn new communications platforms and software tools.
- Bondability.
- Eligibility for coverage under the Authority fleet auto insurance.





## 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:**

- Bachelor's degree preferably in related field such as Journalism, English, Communications, Advertising, Public Relations or Marketing or related field from an accredited college or university.
- Minimum five (5) years of professional communications, public relations and/or marketing experience.
- Employee must possess a valid Texas driver's license or acquire one within the first 30 days of employment and be eligible for coverage under the Authority's fleet auto insurance.

### **Technical Skills:**

#### **Required:**

- Proficiency with Microsoft Office Suite platforms (Word, Excel, PowerPoint and Outlook)
- Proficiency with social media platforms (Facebook, Twitter, LinkedIn, Instagram)
- Experience with Adobe Acrobat products (InDesign, Adobe Illustrator, LightRoom, PhotoShop, etc.)

#### **Preferred:**

- Proficiency with Adobe Acrobat products.
- Experience with WordPress and other website content management systems
- Experience with e-marketing and newsletter platforms (Constant Contact, MailChimp, etc.)

### **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential function 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 regularly required to sit, stand, and walk. While the work is primarily sedentary, excessive walking, standing, bending, and carrying of items such as books, binders, files, and documents is required. The employee must occasionally lift and/or move up to 25 pounds. The noise level in the work environment is usually quiet.

### **NOTE:**

All applicants must submit five to seven work samples. Items may include designed collateral materials, graphics, videos, e-newsletters, social media posts, websites or other work product. Work samples should accompany application and/or resume and may be emailed to [asmith@fwhs.org](mailto:asmith@fwhs.org).

