



**JOB TITLE:**           **Communications Coordinator**

**REPORTS TO:**        Director of Communications and Marketing

**FUNCTION:** Responsible for communicating key messages to all audiences with cooperation with the Communication and Marketing, Advocacy and IT departments. Serves as key member of government affairs team and is responsible for analyzing legislative and legal issues and helping develop appropriate messages on policy and advocacy issues. Develops and manages web content schedule for all web sites to coordinate across departments to maximize online presence and ensures information is up-to-date and in line with key messaging strategy and annual communication and marketing plan; Implements effective internal communication strategies.

**ESSENTIAL FUNCTIONS\*:**

- Works across departments to develop and disseminate internal and external messages on policy and advocacy issues, as well as the agency's key messages.
- Manages bill tracking process during legislative session, drafts legislative updates and helps with Statehouse activities.
- Participates in grassroots lobbying and Third House Sessions as requested.
- Oversees look and content of agency Web sites.
- Works with Marketing and Promotions manager to implement online marketing program and to ensure special promotions are effectively represented on the web.
- Coordinates all online activities, including podcasting, blogs, etc.; Coordinates use of agency camera and video equipment.
- Works with Director of Communications and Marketing to develop talking points on key agency issues.
- Develops and maintains look and content for all C3 and C4 social marketing websites, including - but not limited to - MySpace and facebook.
- Serves as editor as needed for agency materials.
- Assists in producing required lobbying records, legislative records, voting records, legislative profiles and PAC records.

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### **OTHER FUNCTIONS\*:**

- Researches and writes articles, issue papers, press statements and other agency communications as directed to support internal and external communication efforts.
- Assists in writing and editing internal and external marketing and communication materials when needed.
- Attends meetings and facilitates meetings with supervisor, co-workers and other departments' staff.
- Serves on committees as requested.
- Manages and prioritizes work flow effectively.

\*Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

### **EDUCATION AND EXPERIENCE:**

Bachelor's degree in marketing, graphic design or related field; 0-3 years of marketing or related experience; Experience in graphic design and knowledge of Mac-based design software and printing process a must. Strong writing and editing skills a must. Video shooting and editing skills required. Familiarity with political process and reproductive justice issues required. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks and works under general supervision.

### **REQUIRED COMPETENCIES:**

**PROFESSIONALISM:** Displays appropriate attitude, actions and work attire for the position. Maintains own work area. Is committed to professional growth. Demonstrates commitment, dedication and positive behavior.

**CUSTOMER SERVICE:** Assures internal and external customer satisfaction. Able to solve problems with minimal disruption. Communicates openly and directly. Able to adjust communication style according to the needs of the audience and the situation.

**TEAMWORK:** Able to gain cooperation from others and work collaboratively toward solutions which generally benefit all involved parties. Proactively identifies opportunities to assist others and ensures that information is communicated accurately and timely. Behaves honestly and ethically.

**PLANNING AND ORGANIZING:** Establishes a systematic course of action to accomplish specific objectives. Determines priorities and uses time effectively. Completes the workload required of the position. Able to change priorities according to the work load and asks for assistance as appropriate.

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**ACHIEVEMENT ORIENTATION:** Self-starting. Independently demonstrates a desire to set and meet objectives, to find a better or more efficient way to do things, and to compete against a self-defined standard of excellence.

**ATTENTION TO DETAIL:** Thorough in accomplishing a task. Accurately completes projects on time.

**JOB KNOWLEDGE & COMPREHENSION:** Understands and is knowledgeable of the duties, methods and procedures required by the job.

**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. While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is occasionally required to stand; walk and reach with hands and arms. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus. The noise level in the work environment is usually moderate.

**SPECIAL REQUIREMENTS:** Able to maintain confidentiality of all Planned Parenthood of Indiana business and activities on and away from the job. Travel is required.

**LICENSES:** N/A

**REVISION DATE:** June 2009

**HOURS:** full-time

**OVERTIME EXEMPT:** Yes

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Employee's Signature

Date

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Supervisor's Signature

Date