

ALZHEIMER'S DISEASE RESOURCE AGENCY OF ALASKA

Job Title: Communications Specialist	Revised: 2/10
Department: Development	
Reports to: Development Director	FLSA status: Non-exempt

Position Overview

Assists Development Director with planning of internal and external communications. Coordinates and implements statewide information strategies with which to provide current, relevant information to diverse audiences in the community. Uses appropriate channels to disseminate Agency information on a timely basis. Interacts with Alaska's news, public affairs and communications network. Collaborates with program managers on communications efforts for the Agency's programs and events.

Essential Job Functions

- Coordinates all publicity for agency including program and fundraising events.
- Develops effective media relations to include producing press releases, calendar releases and media kits.
- Implements effective media campaigns throughout the state.
- Maintains Agency website.
- Writes and edits articles about ADRAA staff, Board, volunteers, families, events, programs, services, awards, appointments, projects, etc. Productively seeks media placement of these as news releases, PSA's, or other vehicles to increase public awareness of the agency and its services.
- Designs, writes and produces Agency's advertising materials (print ads, articles, radio PSA's) Coordinates with executive assistant statewide distribution of these materials.
- Identifies, develops and maintains social media venues to increase awareness of ADRAA and its programs.
- Responsible for digital library. Photographs or coordinates volunteers to photograph ADRAA events for publication and for record keeping. Videotapes education workshops and catalogues these in library.
- Obtains current information on ADRD research, legislation, public policy and health issues for in-house materials, reports and data analysis as needed.
- Assists with research and writing of grant proposals to foundations and corporations.
- Develops and executes marketing surveys to identify needs, awareness, perception, resources and potential outreach.

Requirements and Qualifications

- Bachelor's degree in Communications, Journalism, Public Relations or related field.
- Three years experience in news writing, public relations or journalism.
- Ability to pass a state and federal criminal background check.
- Valid Alaska driver's license with a good driving record and proof of auto insurance.

Knowledge, Skills and Abilities

- Knowledge of or the ability to learn about Alzheimer's disease and related disorders
- Proficient in Adobe InDesign and other desktop publishing software
- Familiar with industry standard web applications
- Ability to prioritize and manage multiple priorities.
- Ability to anticipate, identify, organize and analyze growth opportunities
- Ability to analyze information and make timely, appropriate decisions.
- Ability to work effectively with volunteers, staff and external contacts to build and maintain successful teams.
- High level of integrity, diplomacy and initiative.
- Excellent verbal and written communication skills.
- Ability to work independently, follow directions and organize materials and time.
- Ability to operate computers and other office equipment.
- Ability to drive, and to use personal vehicle for Agency business.

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Physical and Special Requirements

- Must have the ability to perform lifting and transferring of no less than fifty pounds and demonstrate good body mechanics while performing these tasks.
- Ability to work evenings and weekends as needed.
- Ability to travel as needed to perform job duties.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties to meet the ongoing needs of the organization.