



**ELDERBRIDGE AGENCY ON AGING  
JOB DESCRIPTION**

TITLE: Public Relation Associate

OFFICE ASSIGNMENT: Fort Dodge

SUPERVISOR: CEO

SALARY: 20 hours/wk - Non-exempt

**BASIC FUNCTION:**

Under direction of the CEO, the Public Relations Associate will maintain our social media platforms, assist in developing printed material and promotion of our services through presentations and outreach by creating a positive public image with employees, legislators, and other communities organizations.

*The following are reoccurring tasks construed as exclusive or inclusive. Other duties may be required and assigned but are in line with the job classification and qualifications. These responsibilities must be performed with or without accommodations.*

**RESPONSIBILITIES AND DUTIES:**

- In collaboration with Public Relations Coordinator,
  - Responsible for maintaining all social media platforms with current and informative information.
  - Assist in developing news releases, brochures, content for videos, newsletter and presentations.
  - Create visually appealing graphics to coordinate with posts, brochures, video content, and newsletters.
  - Assists in making arrangements for community events
  - Represent Elderbridge and Elderbridge Alliance through presentations as assigned.
  - Provide community outreach.

**QUALIFICATIONS:**

- BA or AA with 3 – 5 years of experience in a public relations is preferred. Bi-lingual (Spanish/English) a plus

**JOB REQUIREMENTS:**

The person occupying this position must be able to perform all duties of the job, which include:

1. Knowledge of Social Media platforms
2. Excellent written, verbal, and presentation skills
3. Constant use of computer.
4. Customer service experience.
5. Lifting items weighing up to 20 pounds.
6. Sitting for extended periods of time.

**PHYSICAL DEMANDS:**

The person occupying this position must be able to perform all responsibilities and tasks outlined above, which may include:

1. Lifting items weighing up to 30 pounds along with bending and twisting simultaneously, including lifting program materials and supplies onto/off of cart and laptop and other media equipment;
2. Standing for extended periods of time – up to one hour;
3. Sitting for extended periods of time.

Employee in this position must have reliable transportation to and from work.

While performing the duties of this position, the employee is occasionally required to walk, sit, use hands or fingers, feel objects, tools, or controls, reach with hands and arms, talk and hear.

Reasonable accommodations may be made to enable individuals with disabilities to perform the duties that are not essential for satisfactory performance of the position.

**WORK ENVIRONMENT:**

Noise level in the work environment is moderate.

Elderbridge and its employees strive to provide a respectful work environment where all individuals are treated with respect and dignity and are inspired to use their creativity to meet consumer needs. All relationships among persons in the workplace are to be business-like and free of bias, prejudice and harassment.

I have read and understand this explanation and job description.

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Signature:

\_\_\_\_\_  
Date: