



ELDERBRIDGE AGENCY ON AGING JOB DESCRIPTION

TITLE: Graphic Design/PR Specialist
OFFICE ASSIGNMENT: Mason City

TERRITORY ASSIGNMENT: Counties determined by office location, but not limited.

SUPERVISOR: Chief Executive Officer (CEO) FLSA: Non-exempt

BASIC FUNCTION:

Under the direction of the Public Relations Coordinator, will work collaboratively with senior leadership to develop and utilize communication strategies to broaden the impact of Elderbridge Agency and Elderbridge Alliance.

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 Department;
 - Maintain all social media platforms with current and informative information.
 - Write interesting and effective press releases, prepare information for media kits
 - Develop news releases, brochures, content for videos, newsletter, and presentations using Adobe Creative Cloud software.
 - Design media releases, marketing tools, promotional materials for use by Board members, staff and volunteers to promote the agency's grassroots advocacy related to aging issues.
 - Make arrangements for community events
 - Integrate website's front end design with back-end functionality, review and recommend technical and editorial improvements, as needed. Ensure the website is always mobile-friendly and multi-platform ready
 - Use content management and digital media integration skills for multiple online and social media platforms.
 - Keep the website and all social media accounts active with fresh and captivating content while integrating the organization's key messages.
 - Craft the organization's latest story with a keen awareness of the organization's messaging in a compelling, proactive and strategic manner.

- Under the guidance of the Public Relations Coordinator
 - Follow-up on all identified community needs and collaborate with partners or coordinate education program services to fulfill identified needs.
 - Research potential leads from business directories, web searches, or digital resources.
 - Update knowledge base on aging network and programs.
 - Establish and maintain effective working relationships by building business relationships with current and potential community partners and maintaining contact with all prime referral sources to develop new business opportunities for Elderbridge Agency on Aging and Elderbridge Alliance
 - Participate in public affairs, event promotion, and community relations as assigned.

QUALIFICATIONS:

- Associate's degree in web and graphic design, social media, communications, journalism, marketing or another related field.
- Minimum of 3 years of experience in graphic design and web development.
- Must be proficient with desktop publishing software including Microsoft Office, Adobe CC, and InDesign, to create successful web pages, newsletter and print material.

JOB REQUIREMENTS

- Knowledge of web standards, browser compatibility issues, and accessibility issues.
- Knowledge of Social Media platforms required.
- Excellent communication skills, oral and written and time management for effective interaction.
- Strong proofreading and organizational skills.
- Must have the ability to work independently and exhibit a willingness to be helpful, flexible, patient and creative.
- A creative design eye and skill in visual and digital media storytelling as well as content management

PHYSICAL DEMANDS:

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

- Lifting items weighing up to 25 pounds along with bending and twisting simultaneously, including lifting program materials and supplies onto/off of the cart and into/out of the vehicle;
- Travel long distances (30 miles or more one way) on a weekly basis;
- Maintain regular office hours to be accessible to the leadership team, clients, and care coordinators.

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. The employee can expect to sit for extended periods of time – up to 90% of the time.

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 understood this explanation and job description.

Signature: _____

Date: _____