

POSITION TITLE: Communications Coordinator
ORGANIZATION: Maryland Association of Counties (MACo)
POSITION REPORTS TO: Member Services Director; Executive Director
SUPERVISES POSITIONS: None

SUMMARY:

Manages internal and external communications, including social media channels, website, blog, and promotional materials. Supports the legislative advocacy work of the Association through communication efforts and grassroots campaigns. Participates in event preparation and member services promotion. Cultivates relationships with sponsors and Corporate Partners. Works closely with county communications professionals, media, and external partners.

DESCRIPTION:

The Communications Coordinator is a member of MACo's Member Services team and is responsible for the coordination of external and internal communication efforts that support the strategic direction and advocacy efforts of MACo. Responsibilities include: working closely with the MACo advocacy team to understand policy positions and objectives; developing media and member outreach strategies; playing an integral role in the Association's social media work; planning and content development of outreach and public awareness campaign materials; creating written and online informational materials and press releases; participating in exhibiting and networking opportunities to further MACo's messaging and branding; managing MACo's sponsorship and corporate partner relationships; and working with county public information officers and county communications professionals.

DUTIES/RESPONSIBILITIES

COMMUNICATIONS AND OUTREACH

- Website – Serves as website manager, proactively updating and refreshing web content
- Blog – Manages Conduit Street blog, coordinating blog authors' range of content and deadline-adherence; regularly contributes to blog as an author on matters of interest to county government
- Social Media - Moderates and monitors social media, creating daily updates and announcements on Facebook and Twitter, using Hootsuite or other planning tools for recurring or scheduled messaging
- Newsletter/E-blasts - Manages and compiles MACo's weekly e-newsletter and facilitates special notices from staff or partners
- Media Relations – Maintains media contact lists and builds cooperative relationships with members of the media; drafts press releases and press kits and distributes them to necessary media outlets online and through social media
- County Communications Outreach – Builds and maintains relationships with county communications staff and public information officers, encouraging information-sharing, promoting communications best practices, offering assistance with member promotions through MACo channels
- Corporate Relations – Manages relationships with MACo's sponsors and Corporate Partners, soliciting agreements and tracking benefits delivery
- Other Promotional/Communications Activities:
 - Develops promotional materials (postcards, flyers, electronic materials, graphics, social

media, etc.)

- Assists with specific conference promotional items
- Represents MACo at other conferences, events, or networking opportunities to extend MACo's branding and messaging
- Organizes and maintains photo archive
- Photographs or videos smaller on-site meetings, when needed (a professional photographer is procured for larger conferences and events)
- Guides professional photographer in specific shots needed for promotional activities
- Analysis of all communications channels, campaigns, and strategies
- Serves as back-up for answering phone calls to MACo office, and assisting in-office visitors by providing information or re-directing, as needed

CONFERENCES AND EVENTS

- Broad support for conference and event preparation and on-site execution of conference and events for registration, sponsorships, promotional materials, social media, sponsor showcase session prep and public relations
- Works with county communications professionals to develop conference content (1 session per conference), invites speakers, coordinates conference session
- Manages mobile app
- Manages event signage list and maintains sponsor/partner logos/usage guidelines for production
- Prepares pre-event and on-site social media campaigns
- Prepares daily conference emails and conference countdown emails
- Attends conference planning meetings and promotes event registration through sharing information about conference topics
- Manages sponsorship program and golf tournament registration

LEGISLATION AND POLICY

- Manages "MACo Legislative Action Network" grassroots advocacy process, including formatting of standardized documents for use, distributing alerts, and promotion/maintenance/development of contact lists
- Tracks primary and general election results and assists in reaching out to new and incumbent members with informational packets
- Stays updated on MACo's legislative activities, working closely with legislative staff and Member Services Director to create and execute advocacy campaigns
- Assists with testimony sign-up and drop-off, tracks Senate and House Committees' witness testimony guidelines, coordinating print and delivery process to meet guidelines (shared responsibility)
- Manages courtesy testimony printing and delivery for membership
- Delivers printed testimony and signs up participants (shared responsibility)

APPLICATION INSTRUCTIONS

- a. Carefully review the position details and MACo (www.mdcountries.org)
- b. Apply via email to Administration & Finance Director, Ms. Leslie Velasco, at lvelasco@mdcountries.org by 4:30 pm, May 10, 2019
- c. Include “Communications Coordinator - NAME” in the email subject line
- d. Attach the following documents (ALL ARE REQUIRED):
 - Cover Letter detailing present salary, desired salary with justification, and the reasons the applicant feels he/she is qualified for the Communications Coordinator position;
 - Resume, which must contain educational background, work experience (particularly any relevant to this position), and computer software familiarity;
 - Persuasive writing sample; and
 - Three references - references will not be contacted without prior approval from the applicant.

An email response will be sent upon receipt of all applications.