

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

SUMMARY:

A 'tech-savvy' communications expert, the Communications Coordinator is responsible for planning, building, managing, and analyzing MACo's messaging and online presence. With the primary goal of driving traffic to MACo's various online channels, they will proactively manage and optimize the Association's digital outlets to ensure best results. Responsible for coordinating and executing MACo's communications strategy, this individual will create and run informational campaigns for a wide variety of MACo services, ranging from events promotion to legislative advocacy. This individual will thrive on turning input from policy or program experts into creative and exciting output with relevant messaging and targeted outreach for a wide variety of audiences to include local and state elected officials, government employees, legislators, commercial entities, and others interested in MACo's work. The Communications Coordinator works closely with county communications professionals, media, and external partners to identify opportunities for new outreach and information-sharing. This is a mid-level position that welcomes creativity and offers opportunities for growth and professional development.

DUTIES/RESPONSIBILITIES

COMMUNICATIONS AND OUTREACH

- Blog – Manages *Conduit Street* blog, coordinating blog authors' range of content; regularly contributes to blog as an author on matters of interest to county government
- Social Media - Moderates and monitors social media, creating and scheduling daily updates and announcements on Facebook, Twitter, and LinkedIn using Hootsuite or other planning tools for recurring or scheduled messaging; manages paid media campaigns
- Newsletter/E-blasts - Manages and compiles MACo's weekly e-newsletter and facilitates special notices from staff or partners
- Media Management – Produces and promotes the *Conduit Street Podcast*, the association's weekly audio offering, and coordinates content along with policy team contributors
- Communications Analytics – Analyzes all communications channels, campaigns, and strategies to better inform communications planning and assist other staff in their use of social media and blog
- Media Relations – Maintains media contact lists and builds cooperative relationships with members of the media; proactively drafts press releases and press kits and distributes them to necessary media outlets online and through social media; occasionally serves as media contact
- County Communications Outreach – Builds and maintains relationships with county communications staff and public information officers, encouraging information-sharing, promoting communications best practices, and highlights membership news through MACo channels
- Association Outreach – Represents MACo as an exhibitor or participant at other conferences, events, or networking opportunities to extend MACo's branding and messaging; researches speaking opportunities and submits proposals (in coordination with Member Services Director, Legislative Director, and Policy Team) for policy analysts to showcase MACo's advocacy work and expertise
- Other Promotional/Communications Activities:
 - Coordinates promotional materials and publications (postcards, flyers, videos, graphics, social media, etc.)
 - Organizes and maintains photo archive
 - Photographs or records smaller on-site meetings, when needed (a professional photographer/videographer is procured for larger conferences and events)

- Guides professional photographer in specific shots needed for promotional activities

CONFERENCES AND EVENTS

- Broad support for conference and event preparation; on-site assistance with participant registration, promotional materials, social media, public relations, and other duties as assigned
- Works with county communications professionals to develop conference content (1 session per conference), invites speakers, coordinates conference session
- Manages mobile app
- Manages event signage and publications
- Executes pre-event and on-site social media campaigns
- Prepares monthly/weekly pre-event promotional emails and daily on-site informational emails
- Assists with post-event communications to exhibitors, sponsors, and partners

LEGISLATION AND POLICY

- Stays updated on MACo's legislative activities, working closely with legislative staff and Member Services Director to create and execute advocacy campaigns, social media, and blog content
- Actively cultivates relationships with legislators, members, and related groups through social media
- Manages "MACo Legislative Action Network" grassroots advocacy process, including formatting of standardized documents for use, distributing alerts, reporting results
- Assists with proofreading and ensuring delivery of MACo's written legislative testimony

TECHNICAL SKILLS

- Superior writing skills and proofreading ability
- High level of interpersonal and customer service skills
- Excellent knowledge of Microsoft Office products
- Deep professional familiarity with social media platforms (specifically Facebook, Twitter, LinkedIn)
- Strong understanding of social media platform best practices, voices, and engagement strategies
- Excellent knowledge of social media and online communications analytics and metrics
- Proven skills in project management, content development/management, social engagement, public relations, audience development, and executing integrated cross-channel campaigns
- Strong design sensibilities and working knowledge of Adobe Creative Suite products preferred (graphic design experience a plus, but not required)
- Strong AMS knowledge preferred
- ***Candidates familiar with Maryland county governments and/or the Maryland legislative process will be given special consideration***

PRIOR EXPERIENCE

3-5 years of experience in a similar role managing communications, social media, or other marketing responsibilities strongly preferred - ideally (though not necessarily) within a membership association or advocacy organization.

EDUCATION

Associates Degree or higher in communications, PR, journalism or marketing, preferred.

CLASSIFICATION

Exempt, full-time, salaried position with generous benefits. Potentially a remote/work-from-home position, or a hybrid office/remote arrangement; availability to be in-office for the two weeks or more prior to a conference is required; on-site attendance at all conferences is required.

APPLICATION INSTRUCTIONS

- a. Carefully review the position details and MACo (www.mdcounties.org)
- b. Apply via email to Administration & Finance Director, Ms. Leslie Velasco, at lvelasco@mdcounties.org by 4:30 pm, March 26, 2021
- c. Include "Communications Coordinator - NAME" in the email subject line
- d. Attach the following documents (ALL ARE REQUIRED):
 - Cover Letter detailing 1) present salary, 2) desired salary with justification, and 3) 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;
 - Links to professional social media account(s) managed by candidate; 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.

Application Deadline:

March 26, 2021

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