

Community Engagement Specialist

Summary

Required: Bachelor's Degree or 5 years relevant education/training and experience

The Community Engagement Specialist is responsible for overseeing the marketing and promotional activities of NICOA by fostering positive interactions, enhancing program development, and strengthening NICOA's reputation and mission across Indian Country.

The goal of the organization is to advocate for improved health, social services, and economic wellbeing for American Indian and Alaska Native Elders.

The Community Engagement Specialist reports to the Project Director.

Key Accountabilities:

Communications-50%

- Serve as the primary representative of NICOA communications for public information, and external communication with stakeholders, community members, and visitors regarding organization updates, community participation, and other activities and outreach.
- Lead and update existing branding and vision for NICOA to reach and engage a wide population with targeted regional and local advertising, website content, and digital/social media.
- Manage daily social media, content creation, graphic design, website updates/maintenance, event media, and community gatherings.
- Identify, develop, and maintain contact lists for organization partners and community-based organizations to support engagement and awareness activities.
- Review and update current procedures to verify they are accurate and assist with writing new procedures.

Project Management- 35%

- Proactively identify, develop, manage, and maintain a strong, robust pipeline of growth opportunities that strengthen and enhance current NICOA programs.
- Research and partner with staff on the creation of communications for new programs, including outreach to internal and external communities of interest.
- Assist Program Manager and Executive Director with the preparation and delivery of information at internal and external events such as seminars, conferences and focus groups.
- Assist with planning and coordination of programs and their activities.

Community Outreach and Other Responsibilities: -15%

- Build relationships with all viable Native and Aging Network entities.
- Update and maintain media library for ongoing organization use.
- Research and data entry as required to meet goals.
- Performs other incidental and related duties as required and assigned.

Job Duties and Responsibilities:

General Marketing

- Create, update and maintain collateral materials (flyers, press releases, notecards, rack cards, letterhead, retractable banners, pens, nametags, NICOA folders, etc.)
- Client success stories, client spotlights, client featured webpage maintenance, client testimonials
- Economic Impact infographics for multiple programs
- Mission and Vision and elevator pitch posters, cards, etc.
- Brand Style Guide
- Job postings – website updates, posting on social media, posting on external websites
- Collateral, website & social media support for NICOA Programming which includes but not limited to:
- NICOA Website Maintenance
 - Point of contact for web developer
 - Create new pages focused on departmental content
 - Edit and update existing pages
 - Maintain home page slider on a weekly basis (determined by current events)
 - Job postings (for all regions)
 - Maintain the membership directory website
 - Verify and maintain new member/client registrations
 - Enter new member/client information
 - Provide training Q&A to clients
 - Social Media
 - LinkedIn
 - Facebook
 - Instagram
 - Twitter
 - Gather appropriate and copyright free images
 - Write a description of the event/posting (who, what, when, where why), link to sponsors, clients, and/or partner pages, add hashtags)
 - Respond to comments, likes and shares

Development Marketing

- Eblast Communications (Vertical Response, etc.)
 - Holiday eblast support
 - Newsletters
 - Others, as needed
- Website and social media support
 - Recognizing donors
 - Maintaining donor page content on website at the direction of Project Director
- Quarterly newsletters
- Annual reports
- Collateral support for Development Events
 - Poster boards, invitations, flyers, etc.
 - Promotional Videos (i.e., Comcast)
 - Other collateral as needed (Annual Appeal Letter, Pledge forms, etc.)
- Board of Directors
 - Board List
 - Board letterhead
 - Board press releases
 - Board website update
 - Name tags
 - SharePoint updates (as necessary)

Behaviors and Competencies:

Specific behaviors and competencies that are essential to success for this position include but are not limited to:

- Positive attitude
- Relationship oriented
- Compassion and empathy
- Carefully manage and maintain confidentiality
- Detail oriented
- Ethical and honest
- Stellar organizational skills
- Creative thinker; problem solver
- Strong initiative skills
- Analytical, organizational, verbal, and written communication skills
- Ability to communicate and work directly with diverse cultures and personalities
- Fearless with utilizing existing and emerging technologies
- Advanced user of Microsoft Office products

Company Values

Specific company values that represent the culture and/or environment at NICOA.

- Innovation
- Integrity
- Quality and Excellence
- Accountability