

# MACPAC Job Description: Communications Specialist

## Position Summary

The communications specialist supports MACPAC's public relations and editorial work. The communications specialist works directly with the director of communications to help edit, publish, distribute, and publicize reports to Congress, data books, and a variety of other materials that MACPAC produces throughout the year.

Like all MACPAC employees, the communications specialist is expected to:

- demonstrate and model commitment to team and personal success;
- work collaboratively with others inside and outside of the organization;
- adapt behavior in response to feedback and experience;
- contribute to the growth, expertise, and knowledge of colleagues;
- hold self accountable for meeting expectations in a timely, professional manner; and
- foster a culture of inclusion and belonging.

## Major Duties

The communications specialist is expected, on a routine basis, to be able to:

- help publish, proof, distribute, and promote reports to Congress, data books, and a variety of other materials that MACPAC produces throughout the year;
- write, post and promote content on the MACPAC website, and keep the site up to date;
- help create content for and build MACPAC's social media presence and use audience metrics to improve the overall reach of MACPAC's work;
- manage MACPAC's audience database; and
- perform other duties as assigned.

## Knowledge and Skills

In order to perform the major duties listed above, the communications specialist must have:

- a commitment to detail and accuracy;
- strong writing, proofreading, and organizational skills; and
- the capability to work collaboratively and on multiple projects at the same time.



## Experience and Education

The minimum requirements for the communications specialist position include:

- a degree in communications or related field;
- at least two years of relevant work experience;
- experience with Constant Contact or similar customer relations management program;
- experience with WordPress content management or similar system; and
- experience using social media to advance communications goals.

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