



## Job Description

**Job Title:** Communications Specialist

**Reports:** Director of Marketing

**FLSA Status:** Exempt

**Job Grade:** 13

### Summary:

The Communications Specialist is responsible for drafting copy that is disseminated to Access Health CT (AHCT) consumers and stakeholders including but not limited to email, mailings, newsletters, collateral, PowerPoint presentations, memos and talking points. The Communications Specialist works closely with the Marketing Team to maintain AHCT's brand, accuracy of content, and ensuring complicated messages are simplified for the intended audience. Additionally, the Communications Specialist oversees production and budget/estimation management with key vendors. This role reports to the Director of Marketing and has no supervisory responsibilities.

### Essential Duties and Responsibilities:

- Responsible for daily news scanning, monitoring, and/or clipping of media related to AHCT
- Coordinates interviews with governmental partners, stakeholders, AHCT leadership, and members of the public
- Develops talking points
- Manages the creation and distribution of event invitations
- Writes copy for the Broker Newsletter, CAC Newsletter and Community Partner newsletter
- Coordinates and composes Board of Directors memos and slide decks in partnership with Director of Marketing
- Direct Mail production and budget/estimation with vendors
- Signage production and budget/estimation management with vendors
- PowerPoint slide development assistance as needed
- Ad hoc copy/communications
- Reviews and coordinates website content and identifies areas that require regular updates
- Establishes partnerships and consults with key business stakeholders and team members
- Other duties as required

**Qualifications:** the requirements listed below are representative of the knowledge, skill, and/or ability required.

- BA or BS in Communications, Journalism, Public Relations, Marketing, or related field or equivalent experience required
- 3 – 5 years' experience in marketing and communications, with an emphasis on content creation and copywriting for diverse audiences required
- 3 – 5 years of communications experience writing print promotional or educational materials
- 3 -5 years' experience in planning and executing comprehensive communications and outreach strategies
- 3 - 5 years' experience developing compelling content for the web
- Highly computer literate with capability in Microsoft Office Suite, including Microsoft Word, Microsoft PowerPoint, Microsoft Excel and Microsoft Teams
- Excellent written and verbal communication skills
- Excellent interpersonal, written, and oral communication skills along with interviewing skills are essential.
- Works well under pressure to meet tight deadlines
- Able to think critically and creatively
- Passionate about good editing, writing, and grammar

**Physical Demands:** the physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, hear, stand, use hands to type data, and utilize a phone or other electronic communication devices. This employee may have to operate business machines and lift up to 20 lbs.

**Work Environment:** this is an in-office role 2 designated days per week or more if needed, in which the noise level in the work environment is usually moderate. 3 designated remote workdays. Requires fast-paced deadlines and has a high stress at times.

#### **Equal Opportunity and Affirmative Action Employer**