



Communications Specialist Job Description

Salary: \$60,000 per year with full benefits (Medical, Dental, and IRA)
Direct Report: Dr. Karen Bohlke, Director Government and External Relations

Please read the job description in its entirety, and the instructions on how to apply. Be sure to include a Cover Letter with your resume. Applications without a Cover Letter will not be considered.

Summary of Position:

The Communication Specialist oversees the communications, public relations and storytelling of the mission and work of the Martin Luther King Jr. Freedom Center. The Communications Specialist works in a campaign style organizational leadership formation, as a part of a diverse interracial, intergenerational team.

Responsibilities include assessing opportunities for messaging and implementing diverse press, media, social media, website and web-based opportunities for agency story telling. The Communication Specialist handles public relations, information output, press releases and media requests, maximizing external communications opportunities.

Responsibilities:

- Acquire and master agency mission and narrative, assuring core organizational values are represented in all external and internal communications content
- Apply innovative communications planning and strategies with a keen interest in driving strategic messages to maximize organizational impact
- Content and story writing, editing, and proofreading
- Attend, document, interview, video, and photo selected Freedom Center activities and classes locally, regionally and nationally in coordination with Supervisor
- Video and photo editing and archiving, for utilization in internal (brochures, reports and flyers) and external communications (media, press, web and social media)
- Production of video shorts
- Oversee archive system for photos, video, and related communications
- Writing and circulation of Press Statements and Press Releases utilizing agency template
- Cultivate relationships with media (local, regional and national), accessing diverse opportunities for press, TV, radio, blogs, newspapers, small community articles and other media coverage of agency efforts and achievements

- Maintain a database and oversee communications with media organizations and contacts within various sectors and regions of agency impact
- Manage Freedom Center social media
- Analyze Social Media for optimization and impact of messaging, making creative recommendations and adaptations to SM presence and purpose
- Assist in planning and publicizing of agency events and special programs, maximizing communications opportunities
- Input on design and content of brochures and flyers
- Database cultivation (Salesforce)
- Website updates and optimizations to include posting of all press and media statements and stories, interviews, etc. (WordPress)

Requirements and Skills:

- Minimum of two years' experience implementing a full range of communication strategies
- Excellent writing, proofreading and editing skills
- Photo and video editing skills
- Strategic thinking and planning with meticulous attention to detail
- Demonstrated ability to incorporate agency narrative in story telling
- Ability to take a dynamic, social justice *Call to Action* and to give it life as a member of a highly interconnected team
- Communication Specialist must have a driver's license and insured car available for work assignments. Mileage at GSA POV federal mileage rate is provided
- Ability to work well under pressure in a fast paced, rapidly changing work environment
- Bilingual or multilingual is an asset
- Experience working on an electoral campaign, union organizing effort, legislative office, or in a similar organizing environment is highly valued
- Capacity to work evenings and weekends, covering organizational events and activities

How to Apply: Send a resume and cover letter describing your interest in this specific position and how you feel it will benefit you to info@mlkfreedomcenter.org. Use "**Communications Specialist Position Applicant**" as the Subject of your email.

Candidates who do not send a cover letter will not be considered for the position.

Women and people of color are strongly encouraged to apply. Martin Luther King Jr. Freedom Center is an equal opportunity employer. We offer a competitive wage package including medical, dental and pension.

AAP/EEO Statement

Martin Luther King Jr. Freedom Center (MLKFC) is an affirmative action employer and encourages applications from all qualified candidates without regard for race, color, religion, sex, national origin, age, creed, gender, citizenship status, disability, veteran status, marital status, sexual orientation, gender identity, gender expression, genetics, the presence of sensory, mental, or physical disability, or

any other discrimination prohibited by law. MLKFC works to ensure fair treatment of applicants and employees and actively enforces policies against discrimination and sexual harassment.

We provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, creed, gender, citizenship status, disability, veteran status, marital status, sexual orientation, gender identity, gender expression, genetics, the presence of sensory, mental, or physical disability, or any other discrimination prohibited by law. In addition to federal law requirements, we comply with applicable state and local laws governing nondiscrimination in employment in every location in which the organization has facilities.