

## **VACANCY ANNOUNCEMENT**

Posting Title: Public Relations Coordinator

**OPEN DATE:** 11/20/2024

**CLOSE DATE:** Open until filled

### **POSITION SUMMARY:**

The Atlanta Regional Commission (ARC) is the regional planning and intergovernmental coordination agency that focuses on issues critical to the region's success, including growth and development, transportation, water resources, services for older adults and workforce solutions. ARC is dedicated to unifying the region's collective resources to prepare the metropolitan area for a prosperous future. This is done through professional planning initiatives, the provision of objective information, and the involvement of the community in collaborative partnerships.

The Office of Strategy and External Affairs has an immediate opening for an energetic, self-starting Communications and Marketing Analyst who will be responsible for developing and executing strategic communications plans in support of key agency goals and objectives.

The Communications and Marketing Analyst will be responsible for providing communications counsel and support throughout the agency, along with other programs and projects as assigned. This position provides an opportunity for a communications professional to join a highly innovative and productive team and work on issues of regional importance. The position will report to the Senior Manager of Community Relations.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Coordinates and implements logistics of major agency events to ensure smooth operation from planning to implementation under tight deadlines in a fast-moving environment;
- Plans content and implements placement for the agency's primary social media channels; Develops and maintains social media and editorial calendars; Provides routine reports on performance;
- Writes and edits copy and content for social media channels, event marketing, websites, email campaigns, post-event summaries, remarks, collateral and other communications needs;
- Supports agency's sponsorship and annual strategic partners programs to include conducting outreach efforts to partners and potential partners and communication regarding benefit delivery;
- Provides other communications support as assigned;
- Performs other duties as assigned to support agency goals and objectives.

### **REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND COMPETENCIES:**

- Strong project management, organizational, time-management and problem-solving skills;
- Knowledge of principles and practices of digital communications including familiarity with social media best practices and trends;
- Ability to simultaneously manage and prioritize many tasks and projects, communicate effectively, and organize using a project management platform;
- Ability to communicate information effectively, both orally and in writing, to a broad range of audiences including the ability to prepare and deliver written reports, public presentations, and recommendations to a variety of audiences;
- Ability to plan, coordinate, and organize work to meet deadlines with accuracy, thoroughness, and attention to detail;
- Proficient with Microsoft Office applications, including Word, Excel, and PowerPoint.
- Ability to work effectively in team-based environments and independently with high levels of initiative, autonomy, and independent thought and action; and
- Exceptional written and oral communication skills.

**MINIMUM QUALIFICATIONS:**

Bachelor's degree in public relations, communications, meeting planning, or related field and one year of experience with digital communications, media relations, traditional public relations, and/or community engagement

An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above, unless otherwise subject to any other requirements set forth in law or regulation.

*ARC is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, sex, age, religion or disability in employment or the provision of services.*

**ANNUAL SALARY RANGE:** \$52,407 - \$67,290 (no SS deductions except for Medicare portion, approx. 1.45% of salary)