



Meals on Wheels and Senior Outreach Services

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Communications Specialist Job Description



Meals on Wheels



C.C. Cafés



Care Management



Fall Prevention



Home Care Referral



Friendly Visitors

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Meals on Wheels and
Senior Outreach
Services is a nonprofit
501(c) (3) organization
(IRS #68-0044205)

11/17

Program Description:

The Communications Specialist is responsible for working with the Community Engagement Director and representing the agency through a variety of communications media – IE: social media, e-newsletter, website, as well as assisting with event planning and agency outreach.

This position requires outreach, public speaking, flexibility, familiarity with digital communications technology, and professional writing/editing skills.

Scope of Work:

The Communications Specialist is responsible for representing the agency with professional, appropriate, and accurate communications within established guidelines. The Communications Specialist is among staff representing agency at community and networking events, and as such requires flexible hours. 30 hours per week.

The Communications Specialist reports to and works closely with the Community Engagement Director, assisting in a variety of tasks as needed. The Communications Specialist will also collaborate with the Marketing Specialist and the Volunteer Specialist as part of the marketing/communications/outreach team.

This is a 30 hours per week position and may require working evenings or weekends and some travel for presentations and meetings. Overtime will only be worked if approved by the Community Engagement Director in advance.

Benefits include healthcare contribution, 401k, paid time off, mileage reimbursement, cell phone stipend, and holidays.

Duties and Responsibilities:

Fulfill all duties as they relate to the position, including but not limited to:

- Research and post senior-related articles on social media channels, growing presence and followers for same.
- Work with programs to identify and interview clients and volunteers for featured articles in e-newsletter and secure monthly e-newsletter content contributions.
- Manage incoming and archived agency print and digital photos, photo release forms, and media articles.
- Create and maintain agency digital communications calendar.
- Work with Marketing Specialist to maintain current, updated content on agency website.

- Create social initiatives and marketing strategies to grow the organization's brand.
- Create weekly "volunteer spotlight" feature for social media channels.
- Participate in agency promotional campaigns as needed.
- Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- Act as backup office support as needed.
- Familiarity with setting up Audio Visual equipment.
- Other duties as needed.

Qualifications:

This position requires the following:

- Bachelor's Degree in communications, marketing, or related field preferred.
- Working knowledge of senior services.
- Ability to work with diverse populations, demonstrating cultural competency and community awareness.
- Strong command and knowledge of Microsoft Office and ease in adaptation to new technology.
- Ability to work a flexible schedule.
- Proven track record with deadlines and time management.
- Excellent communication and organizational skills.
- Excellent writing skills.
- Excellent verbal presentation skills.
- Manual typing/data entry.
- Event planning experience.
- Bilingual preferred.
- Valid CA Driver's License, proof of car insurance and reliable transportation.
- A smart phone.
- Background check clearance.

Interested, Qualified Candidates

Send cover letter and resume (PDF format ONLY) via email to:

Susannah Meyer
Community Engagement Director
smeier@mowsos.org