

DUTIES OF COMMUNICATIONS COORDINATOR

MTAAP Communications Coordinator

MTAAP is looking to contract a communications coordinator for 5-10 hours/week, up to 300 hours per year. Interested candidates may submit a resume plus two references to MTAAP Executive Director Kylee Bodley at kbodleymtaap@gmail.com.

Salary - Depends on experience. Starting at \$20/hour.

Qualifications and Experience:

- Bachelor's degree in English, Journalism or related field
- Minimum 3-5 years experience
- Submit 2-3 writing samples: one press release and one social media post and please include audience and objective of each piece

MTAAP Communications Coordinator Job Description

The primary responsibility of the Communications Coordinator is to coordinate the communication activities for the Montana Chapter of the American Academy of Pediatrics ("MTAAP") as directed by MTAAP's Executive Director, MTAAP's Officers, and MTAAP's Board of Directors as described in further detail below.

The services provided by the Communications Coordinator include, but are not limited to the following:

- Maintain current membership lists and online directories and produce bimonthly membership eblasts.
- Create, coordinate, and execute all communications for MTAAP in collaboration with the MTAAP Executive Director, Officers, and Board.
- Assist the MTAAP Executive Director, MTAAP committees and task forces, and MTAAP Board with marketing and communications; meetings and programs; public relations; social media maintenance; publications; advertising; and branding.
- Provide other support services related to the communication needs of MTAAP as required by the Executive Director or the Board of Directors.

The Communications Coordinator shall provide these services as described in further detail below.

Membership – The Communications Coordinator shall:

- Maintain distribution lists for members, nonmembers, newsletters and other MTAAP publications and communication forums.
- Assist with the creation and maintenance of member resources.
- Review and develop membership recruitment and retention materials to ensure consistency in the messaging.
- Assist with monitoring and posting on MTAAP's social media pages to encourage member engagement.

Advertising and Branding – The Communications Coordinator shall:

- Review advertising and branding materials for all MTAAP programs, projects, events, and meetings to ensure consistency in the messaging.
- Assist with developing advertising and branding opportunities to promote MTAAP.

Meetings/Conferences/Programs – The Communications Coordinator shall:

- Assist with the development and distribution of pre-conference informational materials and advertisements for all conferences and programs.
- Assist with on-site supervision of meetings, conferences, retreats, programs, and social events as requested (Optional)
- Assist with the preparation of meeting/conference materials and presentations.
- Assist with the preparation of post-event surveys and correspondence for all attendees and participants.
- Assist with the creation and development of polls, surveys, games, raffles, and other engagement opportunities for use before and during conferences and events.
- Review all meeting, conference, and program materials to ensure consistency in the messaging and branding.

Marketing and Communication – The Communications Coordinator shall:

- Prepare emails through which to distribute newsletters and other publications for MTAAP.
- Prepare and distribute bimonthly Chapter emails.
- Assist with the maintenance and update of the MTAAP website and member-only website, including directory updates.
- Prepare and distribute announcements and notices to members.
- Coordinate and prepare press releases and briefings or statements for media interviews.
- Respond to requests for interviews and statements from the press.
- Work with the appropriate committees and task forces to develop and disseminate advertisements and notices for projects, programs, events, and conferences.
- Develop and manage the communications calendar for MTAAP and work with MTAAP staff and leaders to schedule messaging to members, nonmembers, and partners for all projects, events, and programs.
- Prepare letters of support, letters of nomination, and sign-on letters as requested by MTAAP leaders.
- Assist with the preparation and dissemination of surveys to members and nonmembers.

Social Media – The Communications Coordinator shall:

- Maintain all MTAAP social media pages.
- Create and manage the social media calendar for MTAAP including creating and scheduling posts for MTAAP programs or sharing of stakeholder information.
- Monitor all social media interactions and respond appropriately.
- Respond to all tags and messages on social media platforms.
- Develop opportunities for the engagement of members and partners on MTAAP's social media platforms.

Advocacy – The Communications Coordinator shall:

- Maintain all distribution lists in MTAAP's communications tool (Constant Contact).
- Create and distribute, in collaboration with MTAAP's lobbyists and legislative advocacy committees, all calls to action.
- Create and design MTAAP's blueprints and legislative informational sheets, in collaboration with MTAAP's lobbyists, leaders, and legislative advocacy committee.

- Attend legislative and advocacy committee meetings at the request of leadership and assist in the creation of advocacy engagement opportunities for members and supporters.

Data and Review – The Communications Coordinator shall:

- Regularly review and report to MTAAP leaders on data related to all communications, including open rates, reach rates, reaction and share data, etc.
- Review (copy-edit) all communication, advertising, and publication materials for MTAAP to ensure consistency in messaging and branding and to identify and correct grammatical errors.

Training – The Communications Coordinator shall:

- Assist with creating and hosting training opportunities for MTAAP members on how to advocate, including: how to write op-eds and letters to the editor, how to engage with the media, and how to encourage others to participate in advocacy efforts.
- Assist with creating and hosting training opportunities for MTAAP members on how to use social media in their practices.
- Participate in MTAAP training events and projects as requested.

Other Support Services – The Communications Coordinator shall:

- Review and respond to postal mail, emails, fax messages, phone calls, and voicemail messages in a timely manner.
- Maintain regular communication with the Executive Director for assignments and feedback.
- Assist MTAAP's leaders in the performance of their responsibilities as needed.
- Assist with any other communication and media related needs for MTAAP.

**This list is not exclusive. These duties may change from time-to-time as necessitated by the needs of MTAAP.*

Equal Opportunity Employer

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.