

## **SENIOR COMMUNICATIONS COORDINATOR**

**APPLICATION DEADLINE IS THURSDAY, AUGUST 5, 2021 AT 11:59PM**

**Division:** Communications  
**Reports to:** Director of Communications  
**Location:** Nashville, TN  
**Full-time/Part-time:** Full-time  
**Salary Grade:** 38  
**Monthly Salary Range Minimum:** \$4,973  
**FLSA Classification:** Exempt (03)

Critical features of this job are described under the headings below. They may be subject to change due to changes in our business processes or other business-related reasons.

**POSITION SUMMARY:** Supports the Communications Division as the lead for earned and paid media and coordination of those endeavors to best promote the agency including print, television and electronic mediums. Also serves as the regional media relations contact for the agency. Further, this position will also be responsible for leading the overall branding strategy to ensure consistent brand presentation and messaging.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Essential duties and responsibilities include the following. Other duties may be assigned.

- Serves as an internal project leader responsible for implementing Director guidance, identifying implicit and explicit project tasks; develops and coordinates plans to complete projects by set deadlines; makes recommendations to Director for assigning tasks within the division; sets and monitors internal deadlines; coordinates and executes associated project/event activities with other divisions and offices; back briefs leadership as required.
- Conceptualizes, coordinates and executes paid and earned media strategy, working with appropriate internal players to implement.
- Lead for regional communication coordination in the planning and execution of earned media events.
- Lead for Middle Tennessee earned media communications and coverage.
- Works with all THDA divisions to identify communications needs and opportunities as they arise and to develop effective strategies and messaging to reach the targeted regional audiences.
- Coordinates and delivers timely, accurate and understandable information for various audiences through press releases, newsletters, speeches, social media postings and other public communications.
- Assists with social media presence.
- Supports the communications efforts of the Executive Director and other regional activities as directed, including media tours, public events, media relations, regional talking points, etc.
- Assists in the planning, creation, and execution of advertising campaigns.
- Builds relationships with members of the media in Tennessee who cover housing issues.
- Provides photography and videography support as needed for agency events with special emphasis on assigned regional coverage; uses and cares for high-end camera equipment; scouts out appropriate locations; interacts with and directs photo subjects as needed to ensure best image possible.
- Assists with website development and maintenance: researches customers' needs, designs, implements and maintains sites; strives for high quality in functionality and aesthetics; programs Hyper Text Markup Language (HTML) code; selects colors, format, file types, and other properties for web pages; sequences content such as tables, charts, links, pictures, lists and buttons in a logical format, assessing for broad compatibility; maintains current information.
- Crafts regionally relevant talking points as required.
- Identifies, crafts, and promotes the "success stories" of program recipients through written and visual mediums.
- Assists in the planning, creation, and execution of marketing campaigns.

- Supports communications efforts as assigned for the annual housing conference.
- Serves as back-up for social media outreach.
- Follows copyright laws.
- Serves as back-up for Director of Communications in media communication, including crafting of emergency communication messages as appropriate.
- Keeps abreast of new and emerging technologies and industry best practices in communications through research; shares findings with other staff as appropriate.

## **MINIMUM QUALIFICATIONS**

The requirements listed below are representative of the knowledge, skills, and/or abilities required.

### **Education and Experience:**

- High school diploma or GED; Bachelor degree and/or relevant post high school certification preferred.
- Bachelor's degree in public relations, marketing, communications, graphic design, English, or related field is required.
- Four years of experience in related field required.

The above qualifications express the minimum standards of education and/or experience for this position. Other combinations of education and experience, if evaluated as equivalent, may be taken into consideration.

### **Knowledge, Skills, Abilities, and Competencies:**

- Strong verbal and written communication skills.
- Skilled in conceptualizing and implementing marketing campaigns and collateral materials.
- Skilled in photography.
- Skilled in building, updating, and maintaining websites.
- Strong interpersonal skills: ability to interact with the public and other organizations in a responsible and professional manner.
- Ability to think creatively and work both independently and as part of a team.
- Maintains credibility through sincerity, honesty, and discretion.
- Builds and maintains positive relationships with internal and external constituents.
- Strong organizational skills.
- Strong time management skills; uses time effectively; consistently meets deadlines.
- Ability to manage multiple projects while working under pressure to meet deadlines.
- Documents regularly, thoroughly, accurately, and completely.
- High level of detail and accuracy.
- Exercises good and consistently fair judgment, courtesy, and tact in dealing with the staff and public in giving and obtaining information.
- Computer literate; proficient in Microsoft Word, Excel, Outlook, Adobe Creative Suite, and the internet; able to effectively adapt to and use other computer systems as needed for daily activities.

### **Special Demands:**

The special demands described here are representative of those that must be met by a staff member to successfully perform the essential functions of this job.

- Current, valid driver's license from domicile state and the ability to drive.
- Some in-state and occasional out-of-state travel, including overnight travel.
- While performing the duties of this job, the employee is regularly required to sit; stand; use hands to finger, handle or feel; and talk and hear.
- The employee is occasionally required to walk; reach with hands and arms, and stoop, kneel, or crouch.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust focus.

**BENEFITS:** THDA offers an excellent benefits package: medical, dental, vision, and life insurance options; disability insurance; retirement plans; flexible benefit pre-tax accounts for medical, dependent care, transportation, and parking; annual leave and sick leave that begin accruing after the first month of employment; and 11 paid holidays per year. We also offer work-life balance opportunities through alternative work schedules, flexible schedules, and telecommuting.

State of Tennessee positions that may involve driving responsibilities require candidates to meet the following minimum driver qualifications:

- A valid driver's license

- For the past five years, the candidate's driving record must not have record of the following violations: driving under the influence (DUI), reckless driving, license suspension for moving violations, more than 4 moving violations

**EQUAL OPPORTUNITY/EQUAL ACCESS/AFFIRMATIVE ACTION EMPLOYER**

**APPLICATION MUST BE COMPLETE AND RESUME ATTACHED FOR CONSIDERATION**

**PLEASE VISIT OUR WEBSITE AT [WWW.THDA.ORG](http://WWW.THDA.ORG) AND FOLLOW THE ONLINE APPLICATION INSTRUCTIONS**