

**Communications Assistant Specialist, Scituate FACTS Coalition
Town of Scituate**

This position is a 20 hour/week benefited position with the Town of Scituate's FACTS Department. This is a grant-funded position, and is contingent upon the continued funding of the Drug Free Communities support grant, expected through September 2024.

It is a non-union position compensated at \$25.09/hour. The job description is listed below. Occasional evening hours may be required.

Please submit Town employment application or resume to HR@scituatema.gov or via mail to Human Resources, 600 Chief Justice Cushing Highway, Scituate, MA 02066. AA/EEO/ADA.

POSITION DESCRIPTION

Position Title: Communications Assistant, Scituate FACTS Coalition

Statement of Duties

Performs a wide variety of communications tasks, including writing articles, newsletters and press releases; creating presentations, data reports, email marketing, video and social media campaigns. Provides project management and other support for coalition events and activities as schedule permits.

Position functions

The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statement of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

Essential Common Functions:

1) Communications Lead

- a. Develop strategy for engagement/outreach to sector representatives, community groups, prevention network; as well as new focus on caregiver communication
- b. Manage Constant Contact Database, improve list management, email marketing and Coalition newsletter
- c. Manage PR for Coalition events, write press releases, create event fliers, school channels, social media
- d. Create original materials such as PowerPoint/Google Slides presentations, data reports, resource materials; update and reproduce key coalition materials
- e. Manage www.scituateFACTS.org website, events calendar
- f. Create and manage Social Media marketing with original creative campaigns including video; increase content, reach, channel optimization
- g. Maintain a creative asset library of photos, videos, Coalition materials

2) Support the Execution of Annual Coalition Action Plan

- a. Assist with project planning and implementation as schedule permits (sample activities include, planning community education events and logistics; facilitation of parenting workshops or other prevention presentations; student projects)
- b. Participate in Coalition management activities such as Open Coalition Meetings, periodic grant reporting, and planning exercises as a key staff member

Minimum Required Qualifications

Education and Experience

A candidate for this position should have a Bachelor's Degree in communications, advertising, or marketing, or an equivalent combination of education and experience in the field of public health, prevention or youth development. Ideal candidates will have strong project management skills and an interest in reducing substance use disorders in the community.

Knowledge, Skills and Abilities

A candidate for this position should have a thorough knowledge of Business English, spelling and report writing, arithmetic, modern office equipment, practices and procedures; ability to conduct basic arithmetical computations and tabulations with speed and accuracy; ability to maintain confidential information, take and transcribe meeting minutes, keep complex clerical records and prepare accurate, detailed reports from such records; demonstrate personal computer proficiency in office software products including but not limited to Google documents, Word, PowerPoint, Excel, Social Media apps (Instagram, Facebook, LinkedIn Twitter TikTok); Canva, or basic graphic design and video editing skills; Squarespace, basic HTML or similar website management software; Hootsuite or other content scheduling/analytics; Accounts Payable, graphs, and tables; ability to prepare correspondence on routine matters, and perform routine office management details without referral to a supervisor; ability to establish and maintain effective working relationships with other staff, local officials, and the public.

Physical and Mental Requirements

Work is performed primarily in an office setting. The incumbent works in a moderately quiet setting. There is minimal risk of personal injury. Physical demands generally involve standing, walking, talking or listening/hearing, stooping, kneeling, up to 2/3 of the time; reaching with hands or arms more than 2/3 of the time; and sitting and using hands more than 2/3 of the time. Seldom is weight lifted or force exerted up to 10 lbs. The position has normal vision requirements. Equipment used includes personal computers, office machines, telephone, and presentation equipment.

Supervision

Incumbent works under the general direction of the FACTS Project Director, who checks on work principally through results achieved. In most instances, incumbent plans and carries out regular work in accordance with standard procedures and previous training. Technical and policy matters are discussed with supervisor, FACTS Project Director. Most day-to-day work is performed with a high degree of independence. Must observe office procedures, state and local laws, rules and regulations.

Employee as a regular and continuing part of the job works with other Town departments, including schools and police, and many representatives from the community in accomplishing assigned work and also performs non-supervisory work.

Job Environment

Work at this level involves both standard and non-standard practices and procedures that require the incumbent to analyze and evaluate facts and circumstances. In most instances, standard practices and general work applications govern the work activity of the incumbent, but are not always clearly applicable given the nature of the community organization and changing projects from year to year. The incumbent is expected to use judgment in selecting the appropriate course of action, and normally the choice is among available alternatives. Incumbent may be required to work beyond normal business hours, including occasional evening meetings and weekend events.

Errors made could result in delay or loss of service, negative public relations, monetary loss, and legal liability to the town.

The incumbent has constant contact with the public through office proceedings and activities, answering of questions, civil process, payments, and recording of checks. Other contacts are typically with other state, local or educational agencies, volunteer groups, other town departments and personnel such as town secretaries and other town employees, as well as healthcare providers, and contractors and community-based volunteers working on mutual projects. Contacts occur in person, through use of the telephone, internet, and other communications equipment and in writing. Incumbent works on a fixed daily shift.

Responsibilities include some local travel to attend regional conferences and trainings several times per year. Additional training may be required by funder, and may include out of state travel.