



The Arc New York
29 British American Blvd., 2nd Floor
Latham, NY 12110
(518) 439-8311 • Fax: (518) 439-1893
www.thearcny.org
www.nysarctrustservices.org

JOB DESCRIPTION

Job Title:	Communications Specialist
Revision Date:	1/2020
Department:	State Office
Direct Reports:	None
Reporting:	Director of Communications and Public Relations
Status:	Full Time / Exempt
Travel Required:	Some

POSITION OVERVIEW

This position reports to the Director of Communications and Public Relations and assists in the coordination and advancement of organizational communications and marketing as identified by The Arc New York Chief Operating Officer, Executive Management Team and/or Immediate Supervisor.

RESPONSIBILITIES

- Support the implementation of a strategic communications plan for The Arc New York and lead communications projects as directed by supervisor or organizational leadership
- Facilitate collaboration with Chapter PR professionals and identify and implement strategies sharing Chapter accomplishments and activities
- Support statewide branding and outreach to regional Chapter audiences
- Update The Arc New York website and Chapter Portal to keep information current and meaningful
- Assist in the creation and distribution of electronic newsletters, with a focus on Chapter news and family resources
- Assist in the development and implementation of an ongoing comprehensive social media strategy including Facebook, Twitter, YouTube, and more;
- Assist with the development of annual reports, presentations and other key publications in coordination with the State Office team;
- Other activities deemed necessary by the Director of Communications.

Background and Skills

Knowledge: Background in communications, public relations, marketing, media technology, or related fields. Experience in emerging technologies a plus.

Skills: Strong content writing skills with ability to adapt for different platforms and audiences; expertise in website management, social media platforms and other electronic communications; proficiency with Adobe and Microsoft Suite products; excellent time management skills and accountability to set and meet deadlines; ability to both work independently and engage and collaborate with team members; responsible with proven reliability, creative, flexible, positive

MINIMUM REQUIREMENTS:



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- Bachelor degree and/or 3-5 years experience in communications, marketing or public relations
- Knowledge of website management, social media platforms and electronic communications tools

CERTIFICATION

The above statements are intended to describe the general nature and level of work being performed by the incumbent of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.

I certify that I have read and understand the responsibilities assigned to this position.

_____ Date: __/__/__
Employee Signature

Printed Name

_____ Date: __/__/__
Supervisor's Signature
Kathryn Geurin, Director of Communications and Public Relations

_____ Date: __/__/__
Erik Geizer, Chief Executive Officer

Employee File Copy

Main Office File Copy