



### Communications Lead

**Job Title:** Communications Lead  
**Department:** Operations  
**Reports To:** COO / Executive Director  
**FLSA Status:** Exempt  
**Location:** Sacramento, CA

**SUMMARY:** The Communications Lead will lead the organization's communications function and will develop and implement internal and external communication strategies for the organization to ensure that unified, consistent, and positive messages define and promote the corporate identity and mission.

**DUTIES AND RESPONSIBILITIES** include but are not limited to:

- Oversees and produces, from concept to completion, a broad array of digital and/or print promotional and communication materials for the organization.
- Consult with executive management to develop effective communication procedures and policies for various situations.
- Collect and comprehend information from others in order to develop PowerPoint presentations and infographics for others to present.
- Ensures that all materials present a clear, unified, and positive image for the organization and/or brand.
- Assists in creating original promotional content such as articles, news and press releases, email, blog and social media posts, and other updates on behalf of the organization.
- Assist in creating/articulating company web-based trainings.
- Promotes and attends special events and functions; promotes and reports on corporate milestones and activities such as company goals and projects; new products or services; community service activities; and new hires, promotions, and retirements.
- Other duties as assigned.

### **QUALIFICATIONS**

#### **EDUCATION and/or EXPERIENCE**

- Requires a BS/BA and three (3) years of qualifying communications experience or an acceptable equivalent combination of education and experience.

To perform this job successfully, an individual must be able to perform each essential functions satisfactorily. The requirements listed below are representative of the experience, knowledge, skill, and/or ability required.



- Extremely Proficient with Microsoft Office Suite (Excel, PowerPoint, Outlook, and Word) and Photoshop – for design.
- Excellent interpersonal and communication skills, verbal and written.
- Detailed-oriented and organized.
- Confidentiality and integrity focused.
- Ability to analyze processes and data.
- Excellent problem-solving skills.

**REASONING** – Demonstrate the ability to effectively apply common sense and follow through to daily tasks; demonstrate the ability to work with little or no supervision; demonstrate excellent analytical skills; demonstrate the ability to efficiently conduct research and ask appropriate probing questions to complete necessary tasks.

**PHYSICAL DEMANDS** - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to sit and stand; use phone and headset; use hands, arms, fingers to type; answer phones; write; use calculator; demonstrate strength to lift and carry materials weighing up to 10 pounds; demonstrate clear vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone.

**SENSORY DEMANDS** - The incumbent must spend long hours in intense concentration. The incumbent must also spend long hours on the computer entering information which requires attention to detail and high levels of accuracy.

**MENTAL DEMANDS** - There are a number of deadlines associated with this position, which may cause significant pressure. The incumbent must also deal with a wide variety of people on various issues.

**REGULAR WORK SCHEDULE** – Schedule varies depending on business needs; however, company normal business hours are 8:00am to 5:00pm, Monday – Friday.