Job Overview
Assist with the coordination of Shelter Outreach Plus (SOP) and Central Coast HIV/AIDS Services (CCHAS) communication efforts externally and internally. This position aids the Communications Coordinator in playing a key role for the organizations’ reputation with its employees and the general public. Duties and responsibilities broadly support fund raising efforts and increased awareness of the agencies’ services. CCHAS is a regional provider of comprehensive HIV/AIDS services in Monterey and San Benito Counties, California. SOP is a regional provider of comprehensive services to the homeless in Monterey County.

Job Title: Communications Associate
This position reports to: Communications Coordinator
Employment Classification: Non-Exempt
Work Hours: Part-time

Duties & Responsibilities

External:
- Assist with the Development & implementation of annual Public Relations plans in consultation with senior management
- Work as a member of agencies’ development team
- Assist with coordination & editing for marketing and donor communication vehicles both on and offline, including but not limited to newsletters, e-Newsletters, appeals, etc.
- Assist with coordination of updates & improvements on the agencies’ Web sites
- Manage agencies’ Social Media presence via Facebook, email marketing, Twitter, Blogs, etc. as directed by management
- Develop & update general and program brochures, media kits, key messages, fact sheets, & other collateral material as needed.
- Assist with coordination of media outreach & coverage with media releases, TV/radio interviews, feature stories, PSAs, press conferences, etc.
- Create and coordinate public speaking engagements with/for agency spokespeople
- Coordinate photography for/of events, activities, etc. for use in publications, media, etc. and ensure appropriate releases are signed and filed; maintain graphics & photo files.

Internal:
- Keep agencies’ bulletin boards updated
- Gather Good News stories from program staff for use in all communication (internal & external)
- Other duties as assigned

Qualifications

- BA or higher degree in marketing, public or media relations, communications, or related field, - or demonstrated min. of 2 yrs experience in one or more of these areas
- Bilingual (Spanish) desired
- Highly organized, attention to detail, results oriented
- Exceptional verbal, written, & presentation skills
- Strong editing skills
- Proficiency in Microsoft Office computer programs
- Basic design/layout experience desired
- Knowledge of electronic media such as Web sites, e-Newsletters, Social Media, & other Web 2.0

- Ability to creatively find solutions to challenges
- Ability to anticipate, manage and resolve conflicts
- Team player with leadership skills, abilities and desire to interact with people at all levels
- Demonstrated dedication to work effectively with underserved, at-risk, and vulnerable populations
- Ability to work effectively with community partners
- Must be able to travel independently between multiple work sites
- Able to meet SOP Working Conditions