

## Open Position

<b>Program:</b>	<b>NCO Administration, Ukiah CA</b>
<b>Position:</b>	<b>Communications Director</b>
<b>Rate of Pay:</b>	<b>\$31.52 to \$33.89 per hour (Depending on Qualifications)</b>
<b>Hours:</b>	<b>40 hours per week, 12 months/year</b>
<b>Benefits:</b>	<p><b>401(k) Retirement Plan</b>  <b>Paid Health Leave</b>  <b>Paid Vacation and Holidays</b>  <b>Medical, Dental, Vision and Life Insurance</b>  <b>Employee Assistance Plan</b></p> <p><i>401(k) Retirement Plan all NCO employees eligible to participate upon hire. Medical, Dental, Vision, Life Insurance (within 60 days of hire) for regular status employees working 30 or more hours per week. Paid vacation and holidays for regular status employees.</i></p>
<b>Application Closing Date:</b>	<b>August 4, 2021 at 5:00 p.m.</b>
<b>To Apply:</b>	<p><b>A completed NCO Employment Application form is required to apply.</b> The application form is available at our website: <a href="https://www.ncoinc.org/about-us/jobs/">https://www.ncoinc.org/about-us/jobs/</a> or by calling 707.467.3200, or at the NCO main office, 413 N. State Street in Ukiah.</p> <p><b>For positions requiring ECE or CDV units transcripts must be attached with your application to be considered.</b></p>
<b>Submitting an Application:</b>	<p>By Email: <a href="mailto:HumanResources@ncoinc.org">HumanResources@ncoinc.org</a>  By FAX: 707.467.3213  By mail or hand delivery to: NCO, Inc., Attn: Human Resources  413 N. State St., Ukiah, CA 95482  <i>Applications must be received by NCO by the closing date. Postmarks are not accepted.</i></p>
NCO is under no obligation to hire from this solicitation.	
North Coast Opportunities, Inc. is an Equal Opportunity Employer.	
<b>For Head Start Child Development Program positions please see the NOTICE included with the Employment Application regarding Department of Justice clearance requirements.</b>	

*See our Website for full job description details & to print application  
[WWW.NCOINC.ORG/ABOUT-US/JOBS/](http://WWW.NCOINC.ORG/ABOUT-US/JOBS/)  
Equal Opportunity Employer*

*We invest in people through community action.*

**North Coast Opportunities, Inc.**  
**413 North State Street, Ukiah, CA 95482**

**POSITION DESCRIPTION**

<b>POSITION TITLE:</b>	<b>COMMUNICATIONS DIRECTOR</b>
<b>DEPARTMENT:</b>	<b>ADMINISTRATIVE SERVICES</b>
<b>REPORTS TO</b>	<b>EXECUTIVE DIRECTOR</b>
<b>SUPERVISORY RESPONSIBILITY:</b>	<b>YES</b>
<b>FLSA/IWC STATUS:</b>	<b>EXEMPT</b>
<b>WC CODE:</b>	<b>8742</b>

**I. GENERAL DUTIES & RESPONSIBILITIES**

The Communications Director (CD) is responsible for the planning and implementation of all aspects of NCO's internal and external communication strategies by acting as a collaborative partner with various teams, groups, and individual staff members. Primary duties include developing a cohesive communications strategy, managing internal and external communications, and oversight of donor marketing and collections systems. This position requires creativity and strong collaboration skills. Excellent communication and organization skills are also essential. The CD acts as the Agency's Public Information Officer as well as a member of the Leadership and Administrative teams and therefore requires a high level of professionalism, emotional intelligence, and an ability to maintain poise under pressure.

**II. SPECIFIC DUTIES & RESPONSIBILITIES**

1. In collaboration with the Leadership Team, develops key communication strategies that support and align with NCO's strategic plan, and incorporates individual program needs.
2. Develops and implements annual internal and external communications plans that fulfill established goals and strategies and promote overall engagement of the targeted audiences.
3. Monitors and analyzes marketing and outreach campaigns to monitor engagement and success levels.
4. Serves as the agency's Public Information Officer and responds to inquiries from the public and/or media outlets; drafts press releases for the Agency and as needed, its programs; assists with crisis management and preemptive planning.
5. Develops and manages the Agency's communications and marketing policies and guidelines; educates staff to ensure policies and guidelines are followed and a consistent image of NCO is presented; acts as the primary reviewer of all marketing content prior to its publishing or distribution.
6. Oversees the administration of the NCO website; collaborates with web designer as needed to maintain fresh and accurate content; trains employees on website use as appropriate.
7. Provides regular department reports to the NCO Governing Board; attends Governing Board meetings and other meetings as appropriate.
8. Participates as a member of the NCO Leadership Team by attending and contributing to its scheduled meetings.
9. Contributes to NCO's strategic plan process; ensures key stakeholders are included in the process; keeps stakeholders informed through regular ongoing communications.
10. Assists with the community assessment process and attends related meetings as appropriate.
11. In coordination with various NCO staff and Leadership Team members, prepares and oversees the publishing and distribution of the Agency's Annual Report as well as other regular periodic reports.
12. Ensures NCO social media account(s) is/are monitored and updated as necessary to meet the Agency's communications strategies and goals; monitors other NCO-affiliated accounts to ensure posts are compliant and appropriate.
13. Maintains a thorough knowledge of NCO's various programs and services as well as its policies and procedures.
14. Oversees the use of the Agency's communications budget in accordance with NCO's accounting policies and procedures.
15. Coordinates the monetary donation systems; provides for website integration for all programs and fiscal sponsorships in collaboration with the Chief Financial Officer.
16. Administers the email marketing database system used to communicate to external audiences.
17. Work Habits:
  - Creates a professional work environment that is collaborate, efficient, inclusive, and respectful and that is in alignment with all NCO policies.

- Maintains regular communication with the Executive Director.
  - Maintains a regular work schedule that is structured to meet the needs of the Agency and the demands of a director level position.
  - Follows the NCO Injury Illness and Prevention Plan, as well as all Agency and program safety protocols, procedures, and policies.
  - Effectively adapts to change.
  - Represents NCO and its programs to the community in a positive light.
  - Dresses appropriately for the job.
18. Performs other duties and responsibilities as needed or assigned.

### III. JOB QUALIFICATIONS

#### Education, Training and Experience:

- A bachelor's degree from an accredited school in Communications, Public Relations, Journalism or a related field OR an equivalent combination of related education and recent relevant experience is required.
- A minimum of two years of recent management experience is required.
- Experience using website content management systems, web development and social media outreach campaigns is required.
- Experience and a high level of proficiency using a variety of software programs, including web-based platforms and Microsoft Office 365 is required; prior experience with Publisher, Photoshop and/or other graphic design software is highly desirable.
- Additional preferred skills or experience: supervising and directing the work of others; work with a non-profit or as part of a Community Action-based agency.

#### Knowledge of:

- Principles and practices of effective interpersonal communications.
- Current standard office practices and procedures.
- Strategic planning, and project development and implementation is highly preferred.
- Basic accounting practices and processes is preferred.
- Budget creation and/or management is preferred.

#### Ability to:

- Interact with others in a culturally and emotionally sensitive manner.
- Develop and maintain cooperative, professional working relationships.
- Communicate clearly and appropriately verbally and in writing in English is required.
- Operate standard business office equipment.
- Organize duties and tasks, as well as be able to delegate as appropriate, to meet established deadlines.
- Understand and carry out oral and written instructions.
- Be effective working independently and as a collaborative team member.
- Maintain composure and professionalism in stressful situations.
- Work a flexible schedule to accommodate attending scheduled works events and professional development opportunities.
- Compile and analyze data for use in drafting reports.
- Perform business math calculations in an accurate manner (i.e., addition, subtraction, multiplication, division, and percentages).
- Perform data entry for short periods of time.
- Facilitate meetings and trainings for groups of various sizes.

#### Necessary Special Skills or Requirements:

- Must be able to travel as needed throughout Mendocino and Lake counties, at a minimum.
- Must be able to work flexible hours including occasional weekends and evenings as is needed to meet the demands and responsibilities of the position.

- For work-related driving, must have a valid California driver's license, a verifiable good driving record, and access to a vehicle with insurance that covers the employee as a driver OR reliable transportation with proof of automobile insurance.
- Bilingual ability (Spanish/English) is preferred.

#### **WORK ENVIRONMENT/PHYSICAL DEMANDS**

1. While performing the duties of this job, the employee is regularly required to talk, hear, listen, and communicate clearly; may supervise staff or volunteers as assigned.
2. The employee frequently is required to sit; use hands to finger, handle or feel objects, use manual and automatic office equipment, and reach with hands and arms.
3. The employee is occasionally required to stand; bend; reach down and stretch overhead; walk; climb or balance; and stoop, kneel, crouch, or crawl.
4. The employee may occasionally lift and/or move up to 25 pounds unassisted and may occasionally move and lift heavier materials with assistance using ergonomic guidelines.
5. Specific vision abilities required by this job include close and distance vision, peripheral vision, depth perception, and the ability to adjust focus.
6. The ability to travel during the day and/or night, sometimes long distance – possession of a valid California Driver's License and access to an insured vehicle is required.
7. Interaction and contact with outside agencies, vendors, funders, volunteers, donors, and contributors is a frequent aspect of this job.
8. The employee will regularly use computers and computer printers, telephones, and other similar electronic office equipment.
9. The environment at some site locations can be noisy and may include the comings and goings of small children and their families; construction equipment and machinery; or warehouse or garden equipment.

*Note: This class specification should not be interpreted as all-inclusive. It is intended to identify the core essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA) or California FEHA. Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.*