


**OCCUPATIONAL DEVELOPMENT CENTER, INC.
JOB DESCRIPTION**

Job Title: Media Relations Specialist

Approved by:



Salary Range: Classified

Date:

9-10-21

Supervised By: President/CEO

Supervises: None

Personnel Classification: Support Staff, Level _____

GENERAL DESCRIPTION

The Media Relations Specialist researches and creates content for our services, products, marketing campaigns and corporate communications including but not limited to websites, emails, print, digital advertising, and social media. Collaborates with marketing partnership when necessary. This position also explores all government, foundation, and private funding opportunities that align with corporate goals and objectives.

KNOWLEDGE & EXPERIENCE

Relevant Bachelor's degree or equivalent combination of education and experience. Minimum of 1-2 years of experience in marketing and communications. Outstanding copywriting, proofreading, and editing skills with a proven ability to create engaging content. Excellent computer skills including competency in Microsoft Office Suite.

SKILLS & ABILITIES

Passion and aptitude for working in communications, public relations, or a non-profit role. Excellent written, verbal, and interpersonal communication skills. Innovative and creative. Highly organized, self-directed, and detail-oriented personality with excellent time management skills. Ability to work collectively with other team players.

OTHER QUALIFICATIONS

Comply with DHS background check and fingerprinting requirements (nonapplicable to remote positions).

COMMENTS

Must accept and actively support the Mission and Vision of ODC and adhere to the professional Code of Ethics by; demonstrating sensitivity, respect and an understanding of the special needs of individuals with disabilities; embracing the cultural diversity of experiences and knowledge among the people we work with; serving as a positive role model in dress, speech and behavior; maintaining persons served confidentiality; and, complying with policies and standards set-forth.

Job descriptions are considered to be classification and recruiting tools and are not intended to limit the assignment of work.

Rev. 08/21

SPECIFIC DUTIES AND RESPONSIBILITIES

1. Write, edit and proof compelling and creative content for website, social media sites, electronic and print materials for publication (i.e., newsletters, annual report, etc.) and other communication avenues.
2. Coordinate and establish grant reporting processes and ensure that all deadlines are met; draft all inquiry letters, applications, proposals, and required reporting information; collaborate across divisions and/or departments to collect and synthesize needed content for grant applications and reports, in a timely and respectful manner.
3. Develop and participate in community outreach activities at public, social, and business events to increase awareness and disseminate information about ODC.
4. Provides input to leadership to create internal communications protocols and initiatives that will foster employee engagement, organization culture and brand affinity.
5. Act as liaison between ODC staff and marketing partnership to meet company and division needs.
6. Collaborate with workgroups, leadership, and staff members to define marketing and communication needs to develop integrated solutions.
7. Support requests for letters, reports, and other communications-related activities.
8. Draft media releases and manage media requests for interviews, statements etc.
9. Perform other duties as assigned and as changing conditions require, and new opportunities arise.

I have reviewed these job requirements and verify that I can perform all essential functions of this position.

Signature

_____/_____/_____
Date

**Occupational Development Center, Inc.
Analysis of Essential Job Functions and Demands of the Position**

Position: Media Relations Specialist

Rev. 08/21

Ratings used for this Analysis:	Constantly	= Two-thirds time or more	Seldom	= Less than one-third time
	Frequently	= One-third to two-thirds time	Never	= Non-existent
	Occasionally	= Up to one-third time		

The following are averages based on all ODC divisions. If changes are needed to meet the specific needs of a division, please make changes to rating and/or comments and initial.

	C	F	O	S	N	Comments
A. <u>PHYSICAL ACTIVITY</u>						
1. Standing			X			
2. Walking			X			
3. Sitting	X					
4. Lifting up to 10 lbs.			X			
5. Lifting up to 20 lbs.			X			
6. Lifting up to 30 lbs.				X		
7. Lifting up to 40 lbs.				X		
8. Lifting up to 50 lbs.				X		
9. Lifting over 50 lbs.				X		
10. Climbing					X	
11. Stooping				X		
12. Crouching				X		
13. Kneeling					X	
14. Crawling					X	
15. Turning/Twisting			X			
16. Bending at Waist			X			
17. Reaching			X			
18. Finger Dexterity	X					
19. Eye-Hand Coordination	X					
20. Foot-Hand-Eye Coordination					X	
21. Driving						
Car			X			
Van					X	
Bus					X	
Box Truck					X	
Forklift					X	
22. _____						
23. _____						
24. _____						
25. _____						
B. <u>USE OF SENSES</u>						
1. Speech						
Ordinary Conversation	X					
Telephone Conversation	X					
2. Hearing						
Ordinary Conversation	X					
Telephone Conversation	X					

Media Relations Specialist Essential Job Functions continued;

Ratings used for this Analysis:	Constantly = Two-thirds time or more	Seldom = Less than one-third time
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C	F	O	S	N	Comments
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C. ENVIRONMENTAL CONDITIONS

1. Work Area						
Inside	X					
Outside					X	
2. Works alone			X			
3. Works with others		X				
4. Works around others	X					
5. Verbal contact w/others	X					
6. High (85+) Temperature					X	
7. Low (50-) Temperature					X	
8. Noise						
Especially High Level (+85 d)				X		
9. Unavoidable Hazards						
Mechanical					X	
Electrical					X	
Moving Objects					X	
Heights					X	
Cramped Quarters					X	
Other (specify) _____						

D. ATMOSPHERIC CONDITIONS

1. Fumes				X		
2. Odors				X		
3. Dusts				X		
4. Smoke					X	
5. Gases					X	
6. Oil/Grease					X	
7. Other (specify) _____						

E. OTHER CONSIDERATIONS

- Is this position closely, moderately, or minimally supervised? Please explain: Minimally supervised.

- Does this position have access to confidential information? Yes ___ No X If yes, please explain:

E. OTHER CONSIDERATIONS continued

3. Check any of the following factors that are important to successful performance in this position:

Math and Calculation	<u> X </u>	Writing:	
Problem Solving	<u> X </u>	Simple	<u> X </u>
Reasoning & Analyzing	<u> X </u>	Complex	<u> X </u>
Interpersonal Skills	<u> X </u>	Communication Skills	<u> X </u>
Reading & Proofreading		Dexterity (skill and ease in	
Simple	<u> X </u>	using hands, mental skill	
Complex	<u> X </u>	or quickness)	<u> X </u>
Other (specify)			
_____	_____		
_____	_____		

Describe the requirements of this position that make these factors important: Refer to Job Description

4. Are there particular working conditions associated with this position which should be noted such as working environment, hours of work, travel, work space, etc.? Yes X No ___ If yes, please explain:
Occasional travel required for meetings, training, etc.

I have read and understood the Medica Relations Specialist Job Description along with the Essential Job Functions and Demands of the Position.

Employee Signature _____ Date _____

Supervisor Signature _____ Date _____