



The Sexual Trauma and Abuse Care Center Communications Specialist Position Description

Basic Purpose: The Communications Specialist position's purpose is to manage information delivery including social media, newsletters, website, and other methods of communication, assist with events, and ensure agency messaging is consistent and informs the community. The Communications Specialist will work with the Executive Director, agency leadership and staff, and community social service agencies to identify needs for sexual violence outreach and education in the community.

Primary Responsibilities:

1). Responsible for community awareness, community impact initiatives, events and outreach efforts. (approximately 50% of time)

- Provide support and organization to agency events (Sexual Assault Awareness Month awareness and activities, including but not limited to Take Back the Night; Show Up for Survivors, etc.).
- Create and disseminate information promoting the agency, events, and awareness of sexual violence throughout the year.

2). Responsible for promoting and managing the agency's branding and public image through social media and awareness efforts. This position will assess the efficacy of the agency's communication strategies and take steps to strengthen them through effective content development and messaging. (approximately 50% of time)

- Media maintenance including website upkeep and image/content creation.
- Coordinate distribution of media materials such as handouts, brochures, posters and newsletters.
- Manage an annual social media plan, create social media posts for each month of the year, and make social media posts, including awareness, services, new staff, events, and other items or posts as requested by staff.
- Create and distribute monthly newsletter with monthly spots and current information. Share the newsletter and post on the website.
- Create and distribute PSAs, news releases, etc. in collaboration with the Executive Director and/or the board.
- Ensure that branding is consistent through Power Point presentations, letterhead, staff signatures, and other publicly available materials or materials that will be shared with the public.

Required Qualifications, Skills and Knowledge:

- 2+ years of relevant work/volunteer experience and/or bachelor's or master's degree, preferably in the areas of communications, marketing or public relations. Fields such as women's studies or social welfare also considered.

- 2+ years of experience working with vulnerable or diverse populations. Ability to communicate effectively with various ages and populations (i.e., community members, volunteers, students).
- Experience with WordPress, Canva, social media including but not limited to Facebook, Instagram, X, and others, and MailChimp. Familiarity with Windows, Adobe, and Teams.
- Excellent verbal and written skills as demonstrated by application materials and interview.
- Strong organizational skills and the ability to prioritize tasks while working on multiple projects at once.
- Able to be prompt with appointments and meet deadlines in a timely manner as well as work independently and maintain accountability.

Preferred Qualifications, Skills, and Knowledge:

- Experience in public speaking or education.
- Flexibility while working within changing environments and systems related to sexual violence.
- Spanish language fluency.

Additional Details:

- Part-time
- Annual Salary: \$27,000
- Health Insurance benefits (including, health, dental and vision insurance), Retirement
- Paid Time Off (vacation, sick, holiday)

The STA Care Center is committed to making sure our agency is diverse and representative of the community. We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status or any other characteristic protected by law.

Apply with resume and cover letter by 9/1/2024 to executivedirector@stacarecenter.org or The Sexual Trauma and Abuse Care Center, Attn: Executive Director, 330 Maine Street, Lawrence, KS 66044.