

Prevent Child Abuse North Carolina  
Job Description

**JOB TITLE:** Communications Associate

**REPORTS TO:** Communications Manager

**PRIMARY RESPONSIBILITIES:**

The Communications Associate reports to the Communications Manager and is responsible for providing overall support in planning, execution, and measurement of communications activities and strategies. The Communications Associate will be a member of the PCANC Partnership Engagement and Communications Team.

**Programmatic Responsibilities:**

The Communications Associate is responsible for providing support for communications activities. Specifically, the Communications Associate is responsible for the following areas of programmatic work:

- Identify and execute social media across all verticals.
- Coordinate with appropriate staff to create and maintain accurate mailing lists for public awareness projects, including mailing lists for annual Child Abuse Prevention Month activities and projects.
- Data entry and measurement of county Child Abuse Prevention Month activities and other communications projects as required.
- Oversee and update the organizational website as needed. Conduct research for new content, write and edit content, update site routinely with news, program information, and trouble-shoot to ensure consistent messaging and functionality throughout the site.
- Build media list and distribute media alerts and press releases.
- Maintain inventory of public awareness materials and supplies.
- Liaise with external vendors as needed to complete communications projects, including printers, mail houses, media outlets, etc.
- Support the development of and follow the organization's annual editorial calendar to ensure that content is strategically and optimally shared.
- Provide support for the organizational communications processes.
- Curate targeted and branded presentations for various outreach events and speaking opportunities.
- Oversee the production and distribution of Prevention Action Network newsletter, external newsletter, and internal newsletter.
- Assist with writing, editing, proofreading, and design of external communications materials as needed.
- Develop and update general brochures, media kits, toolkits, key messages, fact sheets, and other collateral as needed.

**PCANC Responsibilities:**

- Participate in PCANC Staff Meetings, and Team Meetings.
- Participate in Supervision provided by the Communications Manager a minimum of once per month.
- Participate in weekly PCANC check-in, as appropriate.
- Maintain work plan and ensure timely reporting of grant deliverables.
- Other duties as assigned.

**Requirements:**

- Bachelors Degree in marketing, communications, journalism, public relations or related field.
- Demonstrated effectiveness using digital, verbal, and written communication skills.
- Ability to prioritize work to be able to successfully complete multiple tasks within expected time frames.
- Strong problem solving, computer, organizational skills.
- Excellent computer skills, including Internet research, MS Word, Excel, Outlook, and PowerPoint and facility in learning new data management, web management, and e-newsletter tools.
- Ability to maintain a positive work environment.
- Equally effective working independently or as a member of a team.

- Demonstrated knowledge of Microsoft Office.
- Knowledge and experience with Adobe Creative Suite 3 or above a plus.
- Knowledge of AP Style a plus.

Salary Range:

\$38,440 - \$45,000