



*Jobs and Involvement
in
America's Communities*

Position: Communications Specialist

Type of Position: Full-time Permanent

Employer: Senior Service America, Inc.

Location: Silver Spring, Maryland

Date Posted: February 10, 2017

Current Salary: \$65,000.00/year

Senior Service America Inc. (SSAI) is a non-profit organization that provides civic engagement and employment opportunities for adults over the age of 55 who wish to reenter the workforce. SSAI is a dynamic work environment where its every day efforts help vulnerable seniors get the help they need. Visit our website at www.seniorserviceamerica.org.

Overview of the Position

The Communications Specialist will help build and deliver an integrated communications program to support the organization's mission. The Communications Specialist will support, coordinate, and bring to completion the broad range of SSAI communications. SSAI is seeking a highly skilled writer and editor with experience depth. This position is an excellent opportunity for a communications professional excited by the prospect of developing articles, newspapers blogs, etc. to meet varied communications needs, while maintaining hands on writing and design responsibilities when needed, and coordinating across departments to provide communications and publications support to meet a variety of organizational needs.

Statement of Duties:

- Work with Executive Director to implement communication strategies that achieve maximum results for the programs.
- Assist in SCSEP's public relations efforts including writing press releases, announcements, and building media relationships.
- Research, write, edit and proofread a variety of written materials and/or photos; maintain and add information/art to Web site; use art and design skills to create and enhance many types of publications; communicate with printers and artists on multiple jobs; maintain departmental records, files, and supplies; receive and answer e-mail; create and update press lists and data bases.
- Assist in the development of creative content including, but not limited to SCSEP brochures, promotional material.

- Develop content and coordinate tactical communications strategies for SCSEP Headquarter and/or the subgrantee network.
- Serve as point of contact for the media as determined by the Executive Director.
- Create, coordinate and implement social media campaigns, Facebook pages, online communities and blogs, e-newsletters, etc.
- Maintain and manage a SCSEP visibility plan; manage and develop communication strategies and content.
- Create and/or assist with presentation materials.
- Drive creation of communication-related aspects for major events and/or trainings.
- Provide technical assistance to partner organizations, help develop communication strategies, write and design content, and manage the development of specific campaign-related publications.
- May contribute to internal employee or SCSEP network communications processes.
- Other duties as assigned.

Qualification Requirements

Bachelor's Degree in Communications, English, Marketing, Journalism, or related field and 3-5 years of relevant experience.

Knowledge, Skills, and Abilities Required/Preferred:

- Exemplary written and communications skills including news, blogging and promotional writing skills.
- Experience drafting content (e.g. press releases) for mass media
- Demonstrated social media experience: strategy, development, management, etc.
- Proficiency in the Microsoft Office suite of software; WordPress, Twitter, Facebook and LinkedIn, etc.
- Outstanding attention to detail, with excellent organization skills, strong editing and proofreading skills
- Ability to prioritize projects and manage multiple projects from concept to completion delivering quality results in a collaborative environment
- Ability to manage information, shifting priorities and tight deadlines to accomplish aggressive goals
- Must be able to lift up to 25 lbs.
- Preference will be given for the following:
 - Knowledge of issues relating to aging and/or workforce development a plus
 - Previous experience working for a nonprofit, human services or advocacy focused organization
- Fluency in another language is a plus.

Benefits and Compensation

SSAI offers a competitive salary and an exceptional benefits package, including a Defined Benefit Retirement Plan (three-year vesting period), up to 4% employer contribution to a 401k, subsidized parking or SmarTrip, and employer-paid family health insurance coverage.

How to Apply

Interested candidates must submit **all** of the following documents in a single document to humanresources@ssa-i.org. Recruitment will continue until position is filled.

1. Cover letter with salary requirements
2. Resume.
3. Three verifiable professional/supervisory references

Incomplete packages will not receive further consideration. Recruitment will continue until position is filled.

Contact Information:

humanresources@ssa-i.org

Human Resources, Senior Service America, Inc.
8403 Colesville Road, Suite 200 ■ Silver Spring, Maryland 20910
*Senior Service America, Inc., is an Affirmative Action/Equal Opportunity Employer.
Women and members of minority groups are encouraged to apply.*