

	Title: Communications and Community Engagement Specialist	FLSA Status: Non-Exempt
Position Classification	Job Family: Administration	Benefit Eligibility: All
Description	Pay Grade: 3	
Employee Name (print):		
Employee Signature: (I have received a copy of this job description and my supervisor has reviewed it with me)		Date:
Supervisor Signature:		Date:
Senior Director of Administration Signature:		Date:
Executive Director Signature:		Date:
Date Position Description Last Reviewed: 11/11/2025		
Date Position Classification Last Reviewed: 11/11/2025		

The following is a composite representation of the responsibilities for the respective job title. It is not intended to cover all possible job requirements or job factors of the titled position. Lines of supervision and reporting are as shown on the organizational chart.

DEFINITION

Under supervision of the Senior Director of Administration the Communications and Community Engagement Specialist is responsible for leading, developing, and executing the agency's internal and external communication strategies, enhancing community awareness and engagement, and managing all public-facing events. This role is central to achieving the organizational goal of strengthening and streamlining communications to enhance engagement, awareness, and organizational impact.

JOB EXPECTATIONS AND ESSENTIAL FUNCTIONS

- Develop and execute comprehensive internal and external communications strategies that align with the agency's mission, values, and strategic objectives, including setting measurable goals and overseeing their successful implementation
- Oversee, and maintain the agency website (GPCSB.org), ensuring ongoing accuracy and user-friendliness.
- Develop, implement, and manage a comprehensive social media plan, including content calendars, audience segmentation, and platform-specific strategies to increase social media followers and engagement.
- Track and analyze key performance indicators (KPIs) for all digital communication channels (i.e. website and social media)
- Develop and provide GPCS leadership, employees, and external stakeholders with presentations, reports, and dashboards on key data points, including monthly metrics on social media and communication strategy effectiveness
- Develop, maintain, and share at least six organizational and/or client success stories through the agency's website, newsletters, and social media channels.
- Oversee and execute high-quality professional writing, editing, and production of all external publications, including marketing materials, brochures, press releases, reports, and official external correspondence.
- Build, strengthen, and sustain relationships with existing community partners while proactively identifying and cultivating new strategic partnerships to expand the agency's network and resource base.

- Represent GPCS at external functions, participating in a minimum of six external events every fiscal year
- Plan, manage, and execute the logistics for all agency-sponsored community events, including educational sessions, community outreach participation, and informational seminars.
- Assist with the development and distribution of internal communications
- Manage and monitor the communications budget
- Coordinate with external contractors for specialized professional writing or marketing services as needed.
- Perform other assigned duties as necessary within established policy and procedures.

REQUIREMENTS

EDUCATION

The incumbent must have a bachelor's degree in Communications, Public Relations, Marketing, or related field– OR – Any equivalent combination of education, experience and/or training sufficient to demonstrate the knowledge, skills and abilities is acceptable.

EXPERIENCE

Six months' experience working in public relations, and/or communications for non-profit or governmental entity.

Preference for 1 year of experience working in a social services environment and/or managing public relations, social media, or communications activities for a nonprofit or government entity.

LICENSE(S)

Valid driver's license

PRE-EMPLOYMENT

Must submit to pre-hire criminal background check.

Must provide DMV transcript

KNOWLEDGE AND ABILITIES

- Knowledge of principles and practices of strategic communications, marketing, and public relations.
- Knowledge and demonstration of excellent oral and written communication skills, and ability to prepare accurate and detailed documentation
- Ability to develop, implement, and evaluate comprehensive communication and outreach strategies.
- Ability to write, edit, and proofread accurate and compelling content for digital, print, and media outlets.
- Ability to plan, coordinate, and manage agency-sponsored events and community outreach activities.

- Ability to analyze communication data and prepare clear, concise, and informative reports for leadership review.
- Ability to work independently, take initiative, and manage multiple projects under tight deadlines.
- Ability to establish and maintain professional and effective working relationships with GPCS employees, County staff, and external agencies.
- Ability to maintain a professional demeanor in difficult situations.
- Ability to contribute to a positive organizational culture through professionalism, collaboration, and initiative.
- Ability to exercise sound judgment and demonstrate resourcefulness in problem solving and conflict resolution.
- Ability to safely operate motor vehicle.
- Ability to maintain confidentiality of consumer information.

ENVIRONMENTAL CONDITIONS

Work environment is primarily an office environment working at a desk. Travels periodically between agency offices and local Government offices. Sitting: 60%; Standing/Walking 20%; Driving: 20% Average Weight Required to lift or carry at any one time: 50 pounds for brief periods of time

GPCS follows the requirements of the Americans with Disabilities Act (ADA) in all hiring and employment decisions. GPCS shall not discriminate based on disability in its hiring and employment practices. GPCS shall make reasonable accommodations for the known physical or mental limitations of a qualified applicant or employee with a disability upon request unless the accommodation would cause an undue hardship on GPCS.