

**UVI RTPark**  
**JOB DESCRIPTION – COMMUNICATIONS & COMMUNITY ENGAGEMENT SPECIALIST**

**POSITION TITLE:**

Communications & Community Engagement Specialist

**JOB SUMMARY**

The Communications & Community Engagement Specialist supports the implementation and execution of internal and external communications messaging of the RTPark to constantly and consistently articulate the agency's effectiveness and performance in accordance with its mission. Under the direction of the Administrative Manager, the Communications & Community Engagement Specialist disseminates RTPark information, and cultivates and maintains stakeholder relationships, including with government, executive sponsors, private sector and community organizations.

**REPORTING RELATIONSHIPS**

The Communications & Community Engagement Specialist reports to the Administrative Manager and to the Executive Director as required.

**ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:**

- Under the direction of a member of the senior team, executes and implements strategies for community outreach, engagement and support.
- Develops online content that engages audience segments and leads to measurable action.
- Under supervision coordinates the development, distribution, and maintenance of all print and electronic product including, but not limited to, UVI RTPark newsletters, brochures, and website.
- Coordinates webpage maintenance—ensures that new, consistent information (article links, stories, and events) is posted regularly.
- Tracks and measures the level of engagement within the network over time.
- Organizes and coordinates annual meetings and other events that engage the UVI RTPark external constituents (clients, community leaders, UVI faculty, students and staff, etc.).
- Manages media contacts and media outlets to ensure timely publishing of UVI RTPark information, including press releases, brochures, and other materials.
- Under direction assesses, develops and implements social media campaigns.

**OTHER FUNCTIONS AND RESPONSIBILITIES:**

- Refines core messaging to ensure editorial consistency in all aspects of communication.
- Publishes videos and photography on company website and blogs.
- Documents presence of RTPark client companies at events, conferences, and speaking engagements.
- Attends relevant community meetings; participate in relevant councils, roundtables, conferences, committees and other activities
- Creates, coordinates and implements client, community and UVI recognition activities.

## **REQUIREMENTS:**

- Must have a strong grasp of the Mission, Vision and strategic goals of the RTPark.
- Excellent writing/editing and verbal communication skills, including superior interpersonal skills.
- Experience developing and implementing multi-media communications strategies.
- Ability to see the 'big picture' while focusing on the process and procedures necessary to produce deliverables.
- Comfortable working independently as well as part of a team.
- Demonstrated organizational skills for timely performance of duties with necessary attention to detail.

## **QUALIFICATIONS AND EXPERIENCE:**

### *Required:*

- Bachelor's degree with at least two years of relevant marketing, communications and/or public relations experience.

### *Preferred:*

- Prior experience in community outreach.
- Facility and experience with social media and web-related media campaigns.

## **COMPENSATION & BENEFITS:**

RTPark offers a competitive salary schedule based on qualifications and experience, along with a comprehensive benefits package to eligible staff.

*The RTPark is an equal opportunity employer. Applicants from diverse cultural and socioeconomic backgrounds are strongly encouraged to apply.*