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| **Job Title: Community Relations Specialist**  **Department: Marketing**  **Position Updated: July 24, 2014** | | **FLSA status: Non-Exempt**  **Reports to: Director of Marketing** |
| **Position Summary** | The Community Relations Associate will be responsible for engaging and collaborating with volunteers, community partners, staff and listeners to grow and engage audience and support the station’s Marketing activities. | |
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**Essential roles**

1. Community Conversations
2. Audience Engagement
3. Oversight of *The Garden volunteer program*
4. Special Event Planning & Management
5. Data Collection and Analysis

**Essential Duties and responsibilities** include the following. Other duties may be assigned.

| **Essential Duties and Responsibilities** | **Requirements** | **Excellence in this Position** |
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| Community Conversations | Collaborate with all content departments (News, Music, Digital) and execute strategies for increasing audience engagement. Work proactively with the Community Engagement Specialist to connect content with audiences.  With the guidance of the Director of Marketing, convene organizational partners to dialogue, share information, and create collaborative opportunities. | Provide the content units with audience feedback to help increase audience engagement. |
| Audience Engagement | Partner with the digital and marketing team to plan platform, format, and strategies and campaigns  Monitor social media on a daily basis and engage in conversations on behalf of CapRadio. Collaborate with other teams as needed to craft meaningful content. | Successfully & creatively engage our audience across multiple platforms and formats and champion specific engagement tactics across the organization.  . |
| Oversight of *The Garden Volunteer Program* | Work proactively with our volunteers and community partners (Soil Born Farms, Sac County Master Gardeners, etc) in maintaining CapRadio’s garden.  Act as CapRadio’s point person in its collaboration with WorldLink’s *Nourish: Food+Community*  Reach out to school administrators to promote *The Garden*’s role in promoting literacy in food policy, nutrition, and regional food systems. | A bountiful garden; well-managed scheduling of volunteers/docents who help maintain the *The Garden*;  Schedule hands-on food literacy sessions with WorldLink’s partner schools.  Organize at least one food & nutrition literacy tour per month with local schools not part of the WorldLink program. |
| Special Event Planning & Management | Assist in coordinating details and logistics of CapRadio’s events as assigned by the Director of Marketing. | Take the lead in regular CapRadio events including, but not limited to, Second Saturday events, the Annual Board Retreat, school field trips and station tours, etc. |
| Data Collection and Analysis | Manage invite list and RSVP status. Pre and post surveys of attendees when appropriate.  Stay up to date on marketing and public media best practices.  Assist the CE Specialist in preparing an impact analysis of our CE efforts that articulate our goals, tactics, and results. | Setting and attaining goals for collecting membership prospects.  Marking trends in attendance, demographics and other data that can inform event strategy. |

**EXCELLENCE IN THIS ORGANIZATION** includes the following:

1. A high level of commitment and dedication to the mission of CapRadio and public radio. Personally volunteers support for public radio – either financially or in other ways.
2. A high level of energy. An obvious enthusiasm for the work of CapRadio. Outgoing, friendly with co-workers, and demonstrates an appropriate sense of humor.
3. Acting consistently with the highest standards business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
4. Serving as an excellent ambassador for CapRadio, both formally and informally. Helping listeners, potential listeners, and donors connect with CapRadio.
5. Facilitating excellent communications across departments, among employees, with the Board, with the public, with relevant national organizations, and with suppliers. Fostering open and candid relationships with CapRadio listeners and contributors. Managing conflict constructively.
6. Effectively working to strengthen the public radio community nationally. Being recognized by peers for knowledge of the craft, demonstrated expertise and success, and commitment to the cause.
7. Expressing consistent, high performance expectations for themselves, their department, CapRadio’s leadership, and CapRadio.
8. Developing a broad understanding of all of CapRadio’s departments sufficient to collaborate effectively with peers, ensure excellent communication and teamwork among departments, contribute significantly to CapRadio’s operations, and help colleagues do their jobs more effectively.

**Essential skills and experience:**

* Commitment to CapRadio’s Core Values
* Understanding of relevant social media tools and practices
* Collaborative and creative by nature
* Cool headed and solutions oriented
* Glass half-full personality; you see the possibilities beyond the obstacles
* You embrace change and innovation

**Nonessential skills and experience:**

**Reporting to this position:** None

**Physical demands and work environment:** The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* Physical demands: While performing the duties of this job, the employee is occasionally required to walk, walk upstairs; sit; use hands to finger, handle, or feel objects; reach with hands and arms; talk and hear. The employee must occasionally lift and/or move up to 15 pounds.
* Work environment: The noise level in the work environment is usually minimal.

**General sign-off:** The employee is expected to adhere to all company policies.

I have read and understand this explanation and job description.

Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_