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## **COMMUNICATIONS SPECIALIST**

### **Anchorage/Job #19-4224**

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**Position Summary:** Support the wide variety of work in the governmental relations and public affairs department coordinating activities and reporting on Alaska Housing Finance Corporation's participation in public relations and marketing efforts and special events, including promotion of corporate programs.

**Corporate Values:** Integrity, Respectful, Leadership, Sustainable

**Reports to:** GOVERNMENT RELATIONS & PUBLIC AFFAIRS DIRECTOR

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#### **OVERVIEW**

General responsibility to further department's public relations/strategic communications efforts, including information output that may include drafting internal and external stories for publication, writing news releases and responding to media requests, developing social media and/or advertising.

**SUPERVISION RECEIVED AND EXERCISED: Non-exempt, non-supervisory position.**

#### **EXAMPLES OF DUTIES**

Develop organization of and grant employee permissions of digital assets, including corporate photos, videos and logos, with GRPA Director approval.

Create effective communication tactics for Alaska Housing supporting corporate communications framework.

Coordinate internal and external communications flow (memos, newsletters, speeches, etc.)

Develop content for corporate websites following best practices in search engine optimization.

Plan events, meetings, open houses. Represent Alaska Housing at many events to include tradeshow, conventions and employee events.

Build long-term relationships with influencers and key stakeholders.

Manage media inquiries, interviews and statements per GRPA Director.

Collaborate with GRPA and strategic communications team.

Report on website and digital marketing analytics, and offer recommendations for improved engagement among target audiences.

Maintain and update various electronic mailing lists.

Prepare purchase orders and check requests for the department. Make purchases with authority consistent with corporate policies. Prepare monthly budget reports, monitor and report on department activity.

Provide assistance to the GRPA Director and department on a variety of duties.

Other duties as assigned.

### **KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:** Experience and knowledge in writing, proofreading and editing. Knowledge of web-based content management and digital asset management systems, HTML, SEO, editing software for documents, photos and videos.

**Skills and Abilities:** Excellent communication, interpersonal and presentation skills. Outstanding organizational and time-management skills. Microsoft Office, Adobe Creative Suite (desktop publishing applications to design and prepare materials), social media channels including Facebook, Twitter, Instagram and LinkedIn.

**Abilities to:** Exercise sound judgement, work independently and with a wide variety of people on diverse projects; prepare materials for public presentation; accurately and professionally represent AHFC; work independently and as a team member; maintain a current knowledge of AHFC and its programs. Perform required work under tight timelines.

### **MINIMUM QUALIFICATIONS:**

Associates degree from an accredited college with emphasis in public relations, journalism, graphic arts, or communications and two years of previous work experience as a communications specialist to include experience and knowledge in writing, proofreading and editing.

Experience in web design and multimedia production is a big plus.

Substitution: Additional relevant experience may be substituted for required college education on a year-for-year basis.

This is a Grade 16 position with an annual salary of \$51,361.44 (26 pay periods). Excellent benefits, including medical, dental, vision, and leave package.

All external applicants tentatively selected for this position will be required to submit to urinalysis and breath alcohol testing to screen for illegal drug/alcohol use.

The online application may be obtained from the website at <https://www.ahfc.us/about-us/jobs/all-job-seekers/>. **A new AHFC application must be submitted for each position** (a resume may be attached).

***PLEASE DO NOT APPLY AT WORKPLACE ALASKA  
ONLY APPLICATIONS SUBMITTED ON AHFC'S WEBSITE WILL BE CONSIDERED***

**APPLICATION MUST BE RECEIVED BY 5:00 P.M., NOVEMBER 20, 2019**

AHFC provides employment opportunities to low and very-low income persons, in compliance with Section 3 of the HUD Act of 1968. Public Housing Residents are encouraged to apply.

**EQUAL OPPORTUNITY EMPLOYER**