

**DISTRICT 7 HUMAN RESOURCES DEVELOPMENT COUNCIL  
7 NORTH 31<sup>ST</sup> STREET  
BILLINGS, MT**

**VACANCY ANNOUNCEMENT**

**~EXTERNAL/INTERNAL~**

**POSITION:** Marketing & Public Relations Specialist

**PROGRAM:** Planning & Development

**WHO MAY APPLY:** All Qualified Individuals

**WORKSITE:** 7 N 31<sup>st</sup> Street, Billings MT

**RATE:** \$17.93 - \$23.24 per hour DOE

**HOURS:** 40 hours per week

**OPENING DATE:** Immediately

**CLOSING DATE:** Open until filled

**WORK SCHEDULE:** To Be Established By Supervisor

**QUALIFICATIONS:** See Job Description

**HOW TO APPLY:** Submit Completed HRDC Application Form located at [www.hrdc7.org/employment](http://www.hrdc7.org/employment) along with current resume and cover letter to:

**DISTRICT 7 HUMAN RESOURCES DEVELOPMENT COUNCIL  
P.O. BOX 2016  
7 North 31<sup>st</sup> Street  
BILLINGS, MT 59103**

HRDC is an Equal Opportunity Employer



## **JOB DESCRIPTION**

### **DISTRICT 7 HUMAN RESOURCES DEVELOPMENT COUNCIL**

<b>Job Description Title:</b> Marketing and Public Relations Specialist	<b>Department/Program:</b> Planning and Development
<b>Reports To (Title):</b> Strategic Development Planner	<b>FLSA Status:</b> Non-Exempt
<b>Supervisory Position:</b> No	<b>Position Status:</b> Full-Time
<b>Prepared By:</b> Strategic Planner	<b>Revision Date:</b> August 2022

### **JOB SUMMARY**

Under the supervision of the Strategic Development Planner and in accordance with the direction and mission of District 7 HRDC, the Marketing and Public Relations Specialist is delegated the responsibility for all internal and external multimedia communications and PR.

The Marketing and Public Relations Specialist will collaborate with community and agency stakeholders to create a positive agency profile and to promote the HRDC brand. The incumbent will administer the agency's social media initiatives, organize and attend events, implement outreach and marketing strategies, and assume the responsibility for the agency newsletter and other HRDC publications. The Marketing and Public Relations Specialist is responsible for active engagement and collaboration with the HRDC management team and in all matters related to the agency's marketing and public relations activities.

### **MISSION OF THE ORGANIZATION**

Through its mission, HRDC-7 empowers people in need through the mobilization and development of community resources creating opportunities for success in Big Horn, Carbon, Stillwater, Sweet Grass, and Yellowstone Counties. All HRDC-7 activities focus on 3 national goals:

- 1) Individuals and families with low incomes are stable and achieve economic security.
- 2) Communities where people with low incomes live are healthy and offered economic opportunities.
- 3) People with low incomes are engaged and active in building opportunities in communities.

## ESSENTIAL DUTIES

The requirements listed, are representative of the knowledge, skills, and abilities necessary to perform the essential functions of the job. To perform this job successfully, an individual must be able to carry out each task satisfactorily and perform other duties as assigned.

- Develop media strategies to support agency marketing and program branding and incorporate them into promotional digital and print flyers, posters, and event art..
- Build and distribute press releases, attend community meetings, and respond to media questions/requests.
- Administer and monitor all agency social media activities including on community boards, FB, Instagram, and the agency's internal platform.
- Administer, update and monitor the agency websites.
- Maintain appropriate relationships with media and other key groups, including social media.
- Manage the online calendar, news feeds, video embeds, SEO strategies to increase views.
- Manage HRDC's digital strategies and utilize analytics to improve site visits and social media following.
- Consult, create, and collaborate with internal stakeholders and assist with PR and outreach activities.
- Solicit donations and in-kind requests when required for pertinent events, and complete/forms for tracking and accountability.
- Meet production deadlines for newsletters and agency publications.
- Coordinate and plan agency events with internal stakeholders, providing marketing and outreach strategies and support.
- Maintain staff directory, schedules & forms, and post pertinent daily information on the agency intranet site.
- Organize, coordinate, and direct agency outreach activities at the community level and through social media and agency events.
- Strengthen current community relationships and build new ones with potential sponsors, city officials, civic clubs, nonprofit networks, and others who interact with HRDC.
- Serve as agency spokesperson and make presentations when needed.
- Maintain and increase professional and technical skills through education, training, and professional development activities.
- Manage special projects.
- Complete special projects as assigned. Be flexible in assuming new duties and perform other duties assigned and determined to be productive and efficient for the continuing improvement of the agency.
- Analyze and report on performance and efficiency.

### **Additional Knowledge, Skills and Abilities:**

- Possess a keen understanding of social media and viral marketing, and have the ability to communicate with mainstream media.
- Demonstrate proficiency with graphic design software, and understand analytics, and in-house publishing. Be comfortable with digital photography and able to manage a digital library.
- Established administrative platform skills with social media, community boards, and digital

- platforms.
- Effectively **communicate** on all platforms.
  - Demonstrates **dependability** and **punctuality**.
  - Adheres to a consistent work schedule.
  - Demonstrates **professionalism** in the workplace.
    - Maintains professional boundaries with participants;
    - Must have the ability to work with low income and disadvantaged people by modeling an unbiased, non-judgmental attitude.
    - Demonstrates positive and appropriate interactions with coworkers and management.
    - Contributes to a harmonious and productive work environment.
    - Must be a team player to ensure overall program success.
  - Nurtures, builds, and mentors co-workers to build a cohesive team.
  - Brings creative suggestions and potential solutions to direct supervisor regarding work barriers and team efficiency

## MINIMUM QUALIFICATIONS

### **Education and Experience:**

Bachelor's degree in Journalism, English, Communications, Public Relations or related field, plus a minimum of two years' experience in copywriting and solid editorial skills to include writing and proofing; or equivalent combination of education and experience to fully meet the minimum requirements for the position.

### **Other:**

Experience in social media practices for business and or volunteer campaigns/marketing is a plus.

Must possess strong conceptual skills and be adept at juggling multiple projects effectively, under tight deadlines, with little supervision.

Experience or an interest in learning state and federal grant writing.

### **Licenses and/or Certifications:**

Must possess a valid Montana Driver's License, proof of personal automobile insurance and must meet insurability requirements for agency automobile insurance policy.

## PHYSICAL DEMANDS

The physical demands 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. The employee must occasionally

move up to 25 pounds; maintain a stationary position while using a computer; frequently communicate with co-workers and members of the community on the phone, in writing and in person; needs to move about inside the office to access file cabinets, office machinery, etc. Ability to haul gear to outreach events, set-up/tear-down, walking/standing for long periods of time.

**WORK ENVIRONMENT**

The work environment is typical of that of an office setting. The employee must occasionally move up to 25 pounds; maintain a stationary position while using a computer. Tasks will involve extended periods of time at a keyboard or work station.

*The above statements are intended to describe the general nature and level of work being performed by the individual assigned this position. This job description is not intended to be an exhaustive list of all responsibilities, duties and skills of the personnel in those positions(s).*

*I have read and accept the duties and responsibilities as outlined. I have also been given the opportunity to discuss any questions or concerns regarding any or all of the above directly with my supervisor prior to signing this document. Further, I agree to notify my supervisor immediately in the event that I am unable to fulfill any or all of the duties as outlined above.*

*I understand that **HRDC-7** reserves the right to revise or change this job description as the need arises.*

*I have reviewed this job description and received a copy.*

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

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