

## **NEWS & INFORMATION COORDINATOR**

**APPLICATION DEADLINE IS FRIDAY, MARCH 21, 2025 AT 11:59PM**

**Division:** Communications

**Reports to:** Director of Communications

**Location:** Middle TN

**Full-time/Part-time:** Full-time

**Salary Grade:** L

**Monthly Salary Range Minimum:** \$4,517

**FLSA Classification:** Non-Exempt (01)

Critical features of this job are described under the headings below. They may be subject to change due to changes in our business processes or other business-related reasons.

**POSITION SUMMARY:** Supports the Communications Division as an internal project leader and serves as a lead communications professional working in concert with THDA staff to create and maintain channels of communication with internal and external audiences, including program participants and the news media, through public events, advertising, social media, print and online materials, videos, etc., to champion the mission and programs of THDA.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

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

- Coordinates and delivers timely, accurate and understandable information for various audiences through press releases, newsletters, speeches, social media postings and other public communications.
- Supports the communications efforts of the Executive Director and other regional activities as directed, including media tours, public events, media relations, regional talking points, etc.
- Crafts regionally relevant talking points as required.
- Identifies, crafts, and promotes the "success stories" of program recipients through written and visual mediums.
- Builds relationships with members of the media in Tennessee who cover housing issues.
- Provides photography and videography support as needed for agency events with special emphasis on assigned regional coverage; uses and cares for high-end camera equipment; scouts out appropriate locations; interacts with and directs photo subjects as needed to ensure best image possible.
- Serves as an internal project leader responsible for implementing Director guidance, identifying implicit and explicit project tasks; develops and coordinates plans to complete projects by set deadlines; makes recommendations to Director for assigning tasks within the division; sets and monitors internal deadlines; coordinates and executes associated project/event activities with other divisions and offices; back briefs leadership as required.
- Works with all THDA divisions to identify communications needs and opportunities as they arise and to develop effective strategies and messaging to reach the targeted regional audiences.
- Assists with social media presence.
- Assists in the planning, creation, and execution of advertising campaigns.
- Assists with website development and maintenance: researches customers' needs, designs, implements and maintains sites; strives for high quality in functionality and aesthetics; programs Hyper Text Markup Language (HTML) code; selects colors, format, file types, and other properties for web pages; sequences content such as tables, charts, links, pictures, lists and buttons in a logical format, assessing for broad compatibility; maintains current information.
- Assists in the planning, creation, and execution of marketing campaigns.
- Supports communications efforts as assigned for the annual housing conference.
- Serves as back-up for social media outreach.

- Keeps abreast of new and emerging technologies and industry best practices in communications through research; shares findings with other staff as appropriate.

**MINIMUM QUALIFICATIONS**

The requirements listed below are representative of the knowledge, skills, and/or abilities required.

**Education and Experience:**

- High school diploma or GED; relevant post-high school certification is preferred.
- Bachelor’s degree in public relations, marketing, journalism, communications, English, or related field preferred.
- Two years of experience working with media.

The above qualifications express the minimum standards of education and/or experience for this position. Other combinations of education and experience, if evaluated as equivalent, may be taken into consideration.

**Knowledge, Skills, Abilities, and Competencies:**

- Exceptional verbal and written communication skills; ability to present complex topics effectively in a concise manner.
- Photography and videography aptitude.
- Builds and maintains positive relationships with internal and external constituents.
- Maintains credibility through sincerity, honesty, integrity and discretion.
- Ability to think creatively and work both independently and as part of a team.
- Ability to manage multiple projects while working under pressure to meet deadlines.
- Strong time management skills; uses time effectively; consistently meets deadlines.
- Documents information, correspondence, and records regularly, thoroughly, and with a high level of accuracy.
- Computer literate: proficient in Adobe Creative Suite, Microsoft Office products, and the internet; able to effectively adapt to and use other computer systems as needed for daily activities.
- Experience with mass email communication applications.
- Demonstrated previous experience in writing and editing marketing content; experience with web and digital content preferred.

**Special Demands:**

The special demands described here are representative of those that must be met by a staff member to successfully perform the essential functions of this job.

- Current, valid driver’s license from domicile state and ability to drive.
- Frequent in-state and occasional out-of-state travel, including overnight travel.
- While performing the duties of this job, the employee is regularly required to sit; stand; use hands to finger, handle or feel; and talk and hear.
- The employee is frequently required to walk, reach with hands and arms, and stoop, kneel, or crouch.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust focus.
- Ability to lift up to 40 pounds.

**EQUAL OPPORTUNITY/EQUAL ACCESS/AFFIRMATIVE ACTION EMPLOYER**

**Acknowledgment**

I have read the above job description. I understand the duties and responsibilities of the position and am able to perform the essential duties of this position with or without reasonable accommodation.

**Print Your Name:** \_\_\_\_\_

**Sign Your Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_