



## Maryland Developmental Disabilities Council

EMPOWERMENT • OPPORTUNITY • INCLUSION

### COMMUNICATIONS SPECIALIST Part-time - Contractual Six Month Contract - Renewable *DEADLINE: September 28, 2018*

The Maryland Developmental Disabilities Council (Council) is a statewide public policy organization that advocates for the inclusion of individuals with developmental disabilities in all facets of community life. A five-person staff works with a 30-member council and other partners to advance the Council's mission by improving policies, programs and practices that impact the lives of Marylanders with developmental disabilities across the lifespan. The Council works to eliminate barriers, create opportunities, empower people and promote innovation. See [md-council.org](http://md-council.org) for more information.

The Council seeks a part-time, contractual Communications Specialist to support this work. The successful candidate will be an experienced, creative communications professional and must be committed to the Council's mission.

Council communications mainly consist of: website, Facebook, Twitter, Constant Contact, Highlights, Legislative Overview, and 1-2 page fact sheets.

#### **Duties and Responsibilities**

- Develop and implement communication strategies that provide information and resources to targeted audiences; raise awareness of Council priorities and initiatives; and impact and influence issues of importance to the Council;
- Refine and enhance written and visual content in the Council's social media, Constant Contact announcements, fact sheets, and other communications (ongoing); edit and format photos and layouts;
- Write informative, concise and interesting Constant Contact announcements using information provided by Council staff; manage Constant Contact mailing lists;
- Produce an annual *Legislative Overview* in mid- April with information provided by Council staff. At a minimum use basic software/template.
- Produce the Council's public annual report, *Highlight*, using information in the Council's federal performance report; write content and work with graphic artist, as needed.
- Develop the layout design of other reports, policy briefs, and fact sheets, as needed; edit and proofread information provided by staff;

- Maintain social media presence (FB, Twitter): search for and generate content; receive additional links from Council staff and develop copy for posts; monitor and respond to inquiries;
- Manage, update and edit the Council website; refer highly technical problems to the website developers and/or the Department of Information Technology. The website is simple to manage and changes are not frequent;
- Effectively integrate Council's "Expectations Matter - Expect Ability" awareness message in communications;
- Manage bi-annual photo contest in late spring;
- Attend Developmental Disabilities Day at the Legislature in February, where over 500 advocates gather in Annapolis, to manage photographer, post on social media, and gather quotes;
- Visit select grantees occasionally to acquire stories, quotes and photos to document activities and impact for social media, federal reporting, *Highlights* and other communications;
- Attend staff meetings periodically to identify communication opportunities;
- Track and report on Council communications to the Executive Director.

*Note: the most recent versions of the publications noted above are on the Council's website.*

**Skills and experience:**

- Demonstrated ability to conceive and effectively implement varied communication strategies
- Experience with multiple communication modalities, including Facebook and Twitter
- Excellent writer and editor; ability to distill information and make clear for general audiences
- Experience and competence with basic design software
- Ability to generate social media content that is aligned with the Council's mission, goals and messages
- Experience with WordPress or ability to learn (current website is simple to manage)
- Ability to work effectively with Council staff and grantees
- Flexibility in schedule
- Ability to work from home and without close direction
- Knowledge of disabilities preferred but not required

Qualified individuals with disabilities and family members of individuals with developmental disabilities are encouraged to apply. EOE

**Location**

The Communications Specialist will work remotely and will periodically attend monthly staff meetings in-person or by phone. Working in conjunction with the Director of Grants and Information Management, the Communications Specialist will occasionally (not frequently) attend Council sponsored events and projects to obtain stories, quotes and photos to enhance communications.

**Hours**

We estimate an average 15 hours per week but this will vary widely. As a result of a recent staff restructuring, communications work is being contracted. Since this is a new approach to

communications for the Council, we will work with the selected contractor to determine the best flow of work and the amount of time needed. Different times of the year require more hours, such as when the Council's annual report, *Highlights*, is produced. For this reason, the position requires flexibility on behalf of the contractor and the Council. There will not be a guaranteed number of hours per week. The Communications Specialist can choose when during a given day or week to perform the work as long as deadlines are met, except when attendance at staff meetings or events is needed.

**Rate**

\$25/hour. No benefits provided.

The 6-month contract will not exceed \$10,000 unless mutually agreed upon. The contract may be renewed based on performance and the Council's ongoing needs.

**Submit:**

1. Resume
2. Cover letter summarizing experience related to the listed responsibilities
3. Five examples of various work performed, including an explanation of your responsibilities in completing it

**Email by SEPTEMBER 28, 2018 to:**

Brian Cox, Executive Director

[brianc@md-council.org](mailto:brianc@md-council.org)

*A email confirmation of receipt will be sent. If you do not receive a confirmation within 2 working days of your submission, contact Faye Bell-Boulware at 410-767-6249.*

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Kalani Brown, *Chairperson* • Brian Cox, *Executive Director*