

**JOB TITLE:** Communications Coordinator  
**WORK STATUS:** Exempt, 1.0 FTE  
Project Period May 2009 – April 2011 (2 years)  
Funded by American Recovery Act

**Summary:**

This position is responsible for the planning, development, implementation, and monitoring of MCADSV's Public Relations and Strategic Communications activities. These activities include developing a communications plan; media relations; public awareness; electronic and hard copy materials design and development; and special projects. MCADSV's communication's initiatives promote the profile of MCADSV and the best interests of victims of domestic and sexual violence and MCADSV member programs.

**Job Responsibilities:**

**Communications Plan:**

- Develop, implement, and sustain a communications plan in conjunction with MCADSV staff; revisit the plan as necessary.
- Produce and maintain a yearly calendar and schedule for MCADSV's proactive initiatives – especially in regards to awareness month activities (October, January, February, and April).
- Serve as the primary staff lead in the development of materials, events, and other resources for awareness month activities.
- Engage membership in the development of the materials; conduct a needs and resource assessment of current member program activities in regards to awareness month activities.
- Participate in national DV/SA coalition communications and public relations activities; share relevant information with Coalition staff and membership.
- Remain current on developments concerning sexual and domestic violence and local and national best/promising practices concerning public relations, media, and communications.
- Produce and distribute a MCADSV annual report.

**Media Relations:**

- Oversee media relations for MCADSV; solicit input and approval from the Executive Director prior to responding to media requests or engaging in media advocacy.
- Serve as the MCADSV point of contact for media, including initiating and responding to media contact, following up with, building rapport with, and providing relevant information to the media.
- With the Executive Director, determine MCADSV's response to media inquiries and the initiation of public statements.
- Monitor state and local media regarding coverage of issues relating to SA and DV.
- Organize and facilitate MCADSV press conferences and events; distribute press releases and media advisories; ensure presence of media at MCADSV events.
- Assist in developing messaging for public speaking engagements of MCADSV staff.
- Prepare and develop briefing papers on issues as needed for media events.

- Develop and maintain a process for tracking the Coalition's engagement with the media.
- Develop and maintain a database of media contacts throughout the state
- Begin development of a statewide editorial board.
- Assist with the development and implementation of the public roll-out of Montana's IPV & SV Primary Prevention Plan.

**Materials Development and Distribution:**

- Develop a marketing and distribution plan for MCADSV products and publications.
- In conjunction with the Membership Outreach Coordinator, plan, coordinate, and oversee the production and maintenance of all MCADSV electronic and print publications.
  - Communications Coordinator is responsible for the design and distribution of the quarterly newsletter and other publications. Membership Outreach Coordinator is responsible for developing the content. Both will solicit input and resources from other existing staff as necessary.
- Oversee the development (substantial revisions necessary) and updating of MCADSV web site content; solicit content from MCADSV program staff.

**Technical Assistance to Member Programs:**

- Serve as the primary point of contact for member organizations when they are responding to and initiating media activities, including but not limited to response to DV homicides, cases of SA/Rape, etc.
- Provide member programs with expert technical assistance on media engagement, public relations and communications; provide one-on-one and group trainings as needed.
- Develop and maintain a list of PR contacts at member programs and in member program communities.
- Provide technical assistance and training on technology issues as needed to MCADSV staff and member programs.

**General MCADSV Duties:**

- In collaboration with MCADSV staff and members, develop goals and objectives for domestic and sexual violence prevention/intervention projects and coordinate their implementation.
- Develop and implement curricula, workshops, conference themes and media materials that address domestic and sexual violence.
- Provide outreach, technical assistance and training to the general public, allied professionals, and MCADSV members regarding best practices and emerging trends in domestic and sexual violence prevention/intervention.
- Participate in the planning and facilitation of MCADSV's Basic Advocacy Institute, Sexual Assault Advocacy Institute, Victim Witness trainings and other trainings/conferences in conjunction with the Training Coordinator and Membership Outreach Coordinator.
- Provide systems advocacy to improve various systems' response to domestic and sexual violence.
- Engage in social change to impact attitudes, values and behavior that contribute to domestic and sexual violence.

- Research and write articles and reports that address domestic and sexual violence prevention/intervention, best practices, and other topics as assigned.
- Serve as a staff liaison to a membership-based task force.
- Complete grant tracking and progress reports as needed. Reporting requirements for this position will be intensive due to the strict guidelines of the Recovery Act. Staff person will have to track activities in a highly detailed and timely manner.

**Qualifications Preferred:**

- BA/BS degree in related field or five years of full-time related experience or an equivalent combination of education and experience.
- Experience in policy and program development.
- Experience in media outreach strategies and communications plan development.
- Experience in either community organizing or community development.
- Experience in training curriculum development, training adults, and group facilitation.
- Experience in research.
- Experience in system and social advocacy.
- Experience with a domestic violence/sexual violence service delivery system (not required).

**Skills Preferred:**

- Excellent interpersonal skills, including demonstrated ability to:
  1. Work cooperatively and effectively with other staff, community-based service providers, and other professionals.
  2. Work independently and as part of a team.
  3. Treat all people with dignity and a respectful attitude.
  4. Deal effectively with diversity among people and a willingness to adhere to MCADSV philosophy statement.
  5. Accept, act upon, and offer constructive criticism.
  6. Approach situations with a sense of humor.
- Ability to conceptualize, implement and evaluate new projects.
- Ability to interpret and respond to complex situations and provide clear, concise and timely solutions.
- Exceptional organizational skills and the ability to manage several projects at once.
- Exceptional analytical skills.
- Exceptional speaking and writing skills.
- Knowledge of the domestic and sexual violence movements and grassroots organizing.
- Understanding of feminist philosophy.
- Understanding of research techniques.

**Perform other job related duties as assigned.**

**WORK SITE:** MCADSV Helena office; Travel is required in and out of state  
**ACCOUNTABILITY:** The Communications Coordinator reports directly to the Executive Director  
**COMPENSATION:** Starting salary is \$30,000; eligible for salary increases after 6mo.

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**BENEFITS:** Health Insurance, annual leave, personal leave, sick leave, medical flex account, travel reimbursement, and retirement (after 6 mo.).

**PROBATION PERIOD:** 6 months