Mass Communication Specialist

Job Overview:

The Mass Communication Specialist is responsible for creating and delivering informative and engaging content for various media channels. They are experts in storytelling and have the ability to craft compelling narratives that inform, educate, and entertain audiences. They work closely with other members of the communications team to develop and implement communication strategies that align with the organization's goals.

Responsibilities:

Content Creation: The Mass Communication Specialist creates content for various media channels, including press releases, social media posts, articles, speeches, presentations, and other forms of communication materials. They conduct research and gather information to write, edit, and proofread content that is accurate, compelling, and engaging.

Media Relations: The Mass Communication Specialist is responsible for building and maintaining relationships with media outlets and journalists. They identify media opportunities and pitch stories to journalists that align with the organization's goals. They also prepare spokespersons for media interviews and coordinate media coverage of events.

Social Media Management: The Mass Communication Specialist manages the organization's social media accounts, including creating and scheduling content, responding to comments and messages, and tracking analytics. They also monitor social media trends and recommend strategies for increasing engagement and reach.

Event Planning: The Mass Communication Specialist helps plan and coordinate events, including press conferences, product launches, and other public events. They develop communication strategies to promote the event and create content to support the event's goals.

Crisis Communications: The Mass Communication Specialist is responsible for managing the organization's communication during crises or emergencies. They develop crisis communication plans, prepare crisis communication materials, and coordinate with other departments to ensure consistent messaging.

Analytics and Reporting: The Mass Communication Specialist tracks and analyzes the effectiveness of communication strategies and campaigns. They use analytics tools to measure engagement, reach, and other key performance indicators and create reports to share with the communications team and other stakeholders.

Requirements:

Bachelor's degree in communications, journalism, public relations, or related field

2-3 years of experience in a communications role

Excellent writing, editing, and proofreading skills

Experience managing social media accounts and creating social media content

Strong organizational and project management skills

Ability to work in a fast-paced environment and manage multiple projects simultaneously

Excellent interpersonal and communication skills

Knowledge of analytics tools and experience with data analysis

Familiarity with media relations and crisis communication best practices.