



**DATE: NOVEMBER 2022**  
**FLSA: Non-Exempt**

## **Program Specialist I/II – Branding & Visual Communications**

### **POSITION OVERVIEW**

Under direct to general supervision, provides support for the branding and visual communication for CVAG by managing social media accounts and websites, creating visuals and presentations, conducting outreach and building successful community partnerships, and completing special projects; collaborates with key stakeholders to ensure clear and consistent communications and messaging to promote CVAG and CVAG's programs, mission, and goals; and performs related duties as assigned.

### **JOB DUTIES**

*In addition to the job duties outlined in the **Program Specialist I-II** classification specification, the following are typical duties performed within this assignment. The duties specified below are representative of the nature and level of duties of this assignment and are not intended to be an inclusive list. The omission of specific statements of duties does not exclude them from the position if the work is similar and related to this position. Management reserves the right to add, modify, change, or rescind the work assignments of different positions.*

- Maintains and updates CVAG's websites including posting agendas, newsletters, program updates, and other CVAG information.
- Monitors, updates, and responds as needed to CVAG's social media accounts.
- Develops visual resources, such as presentations for CVAG committee meetings and community engagement opportunities.
- Prepares draft communication materials such as reports, memoranda, talking points, fact sheets, and presentation materials for review by the management.
- Collaborates with management on communication and policy messaging consistency.
- Develops and publishes content, such as photos and stories, for communication materials.
- Serves as a contact and provides support for inter-government coordination and engagement in projects, programs, and policy issues.
- Schedules and coordinates meetings; attends meetings and takes notes as assigned.

### **QUALIFICATIONS**

#### **Knowledge of:**

- Practices and techniques of maintaining websites.
- Social media communications tools and best practices.
- Practices and techniques of creating effective visual resources and communication materials.

#### **Ability to:**

- Implement brand and message consistency and communicate effectively across a variety of platforms, including website, social media, print, and public presentations.
- Learn and understand CVAG's various programs and projects.

**Minimum Qualifications**

*Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Program Specialist I/II – Communications: Equivalent to completion of the twelfth (12th) grade supplemented by college-level coursework in marketing, communications, public relations, or a directly related field.

Program Specialist I – Communications: One (1) year of responsible administrative or technical experience involving extensive public contact.

Program Specialist II – Communications: Three (3) years of increasingly responsible experience supporting public affairs, public information, marketing, and/or media relations programs.