

Alzheimer's & Dementia Alliance of Wisconsin
Job Description: Communications Coordinator

Submit resume and cover letter connecting experience to the job responsibilities to the Alzheimer's & Dementia Alliance of Wisconsin, 3330 University Avenue #300, Madison, Wisconsin, 53705, or email Jennifer.bauer@alzisc.org.

Compensation based on knowledge and experience.

Job Summary:

This part-time position (16-20 hours per week) is responsible for assisting with the promotion of the Alzheimer's & Dementia Alliance of Wisconsin and its programs and services. The position works with the Communication Manager to assist with the work of the communication department which can include maintenance of agency website, assisting with writing and editing bi-monthly electronic newsletter; creation of advertisements, brochures, flyers, and postcards; distributing program information to a wide range of external newsletters – senior centers, facilities, churches, and other senior service providers.

Education and Skills:

- Bachelor's degree (major in communications, marketing or related field) or equivalent combination of education and experience;
- Experience using Adobe Creative Suite required;
- Understanding of HTML and WordPress preferred;
- Excellent written and verbal communications skills;
- Experience with mail merges and bulk mail;
- Computer skills including Microsoft Office, contact management software and ability to learn other programs;
- Proficiency with social media platforms;
- Ability to work well independently and with a team;
- Strong organizational skills with ability to prioritize and complete projects with multiple deadlines;
- Working knowledge of Alzheimer's disease and its impact on families a plus.

Responsibilities:

- Website updates
- Write articles and press releases for submission to area newspapers
- Promotion of agency programs
- Advertising for agency and specific programs
- Create brochures, flyers, posters and ads
- Maintain mailing lists and contact names for media outlets, along with deadlines
- Maintain mailing lists, contact names and deadlines for churches, senior centers, and other appropriate publications throughout agency service area
- Monitor and report on website statistics/usage
- Monitor and maintain news clippings for agency
- Serve as agency photographer as needed
- Other responsibilities as assigned

Reporting Relationship:

This position reports to the Communications Manager.

Working Conditions:

- Office setting in a suite of rooms on third floor with elevator access
- May need to work evenings and weekends on occasion
- Some lifting and display set-up required