



Position Title	Communications Coordinator
Position Category	Exempt
Reports To	Planner
Date	October 2025

Position Summary This position is responsible for communications, public relations, media relations, and special event coordination. Plans and assists with enhancing the visibility and public image of the Agency as well as promoting opportunities for collaboration with other nonprofits, the media and other community partners.

Essential Functions

- Responsible for the development of the annual communications plan and schedule to implement plan activities.
- Produces and distributes program information necessary to promote assigned programs.
- Monitor and measure the effectiveness of communications and content.
- Achieve a deep understanding of strategic goals to create proactive communication.
- Ensure organizational initiatives and projects are successfully communicated to staff.
- Responsible for reviewing effectiveness and impact of communications material.
- Develops, as primary author, external communication materials using Subject Matter Experts (SME) for content.
- Responsible for spotlighting and showcasing Agency services or accomplishments.
- Utilizes Agency Brand Guide for all organizational collateral materials.
- Develops customer-friendly communications materials.
- Design digital and printed materials.
- Coordinate production of all printed materials.
- Provide communications support for Emergency Operations plan.
- Develop networking and communication strategies to keep in touch with constituencies through a variety of methodologies including the Agency website, publications and social media.
- Establishes and maintains media contacts and prepares Press Releases.
- Assists in the development of outreach plans and represents the Agency at selected outreach events.
- Plans, coordinates, and implements Agency special events.
- Represents the Agency at community events, meetings and other functions.
- Reviews appropriate informational materials including reports and brochures to keep abreast of developments in the Aging Network.
- Collaborates on the local, state and federal level to enhance services in support of volunteer initiatives and to recognize volunteers.
- Promotes programs that enhance positive and healthy aging.
- Respond to media inquiries regarding the Agency.
- Write and edit original content for the agency website, keeping the website engaging, current and accurate.
- Develop new content and maintain website. Write new articles and create new pages.
- Update website daily and ensure that all communication outlets connect to existing or new pages on the website.
- Work with website design vendors to implement design changes to the website.
- Develop and implement a social media plan to promote the Agency.
- Posts and maintains Agency website.
- Ensures public notice requirements for meetings, public hearings and competitive bids.
- Ensures compliance with contractual social media and confidentiality requirements.

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Non-Essential Functions

- Provides support to other departments with special projects and events.
- Performs other duties as assigned.

Other Competencies Related to Knowledge, Skills and Abilities and Other Personal Characteristics

- Ability to develop engaging written communications.
- Ability to establish and maintain professional communications and relationships with various organizations/agencies and be able to effectively interact with other staff members, provider representatives, seniors, other partner organizations and community leaders.
- Ability to network effectively in the community on behalf of the Agency.
- Knowledge of marketing, branding, advertising and public relations techniques.
- Knowledge of Plain Language Guidelines.

Minimum Qualifications

- Bachelor's degree from an accredited four-year college or university in Communications, English, Public Relations, Journalism, or other related field.
- Two years of experience in community relations and/or communications with a track record of demonstrated results.
- Applied experience with software programs to produce communications materials.
- Experience in managing social media and website presence.

Physical Requirements and Working Conditions

- Some travel by car may be required.
- Prolonged periods of sitting and working on a computer.
- Minimal lifting up to 25 pounds

The Area Agency on Aging Palm Beach/Treasure Coast retains the right to change this job description any time. The Area Agency on Aging Palm Beach/Treasure is an Equal Opportunity Employer.

Employee has acknowledged the receipt of his/her job description. If the employee has any questions regarding his/her duties, he/she should speak with the Supervisor or contact the Human Resources Department.

Print Name:

Signature:

Date: