DENVER REGIONAL COUNCIL OF GOVERNMENTS
OPEN POSITION ANNOUNCEMENT: COMMUNICATIONS SPECIALIST
(December 2023)

If you’re passionate about improving the quality of life for people in the Denver region, find a rewarding, fulfilling career at the Denver Regional Council of Governments! Join a dynamic team of cross-disciplinary professionals dedicated to creating thriving and equitable communities. As communications specialist, you will use writing, editing and project management expertise to create inspiring, informing and accessible communications products. Candidates with newsroom or publication experience are strongly encouraged to apply.

You’ll join an in-house creative team that includes other communications experts with social media, web and design specialties. You’ll collaborate on communications that celebrate and support residents of all ages, incomes and abilities, living in cities and towns in a nine-county region from the foothills to the plains. Your work will directly support a regional gala celebration, a civic engagement academy, a commute choice program and the second-largest Bike to Work Day in the country. If the role and a hybrid of in-office and remote work appeal to you, apply today!

(See note: To promote equitable hiring practices, the hiring manager will not have access to any attachments until later in the process, so please ensure your online application is complete.)

The Denver Regional Council of Governments serves as a visionary leader along Colorado’s front range. We tackle the BIG issues, like growth and development, transportation and meeting the needs of older adults. Our success is built on, and defined by, long-standing partnerships and serving as a forum for discussing these and other emerging issues in an effort to collectively find innovative solutions. DRCOG is a Regional Planning Commission per Colorado state statute, is the federally designated Area Agency on Aging (AAA), and the Metropolitan Planning Organization (MPO) for the Denver region. Our culture and values fuel and inform the work we do, and employees are rewarded with competitive compensation, generous benefits and an adaptable work environment. Sound like a good fit? We’d love to meet you!

ABOUT THE POSITION OF COMMUNICATIONS SPECIALIST
This class specification represents only the core areas of responsibilities; specific position assignments will vary depending on the needs of the Division.

- Writes, edits and updates content for the communication and promotion of the organization and its programs; plans communication channels and content based on targeted audiences; coordinates resources; builds organizational awareness and ensures accuracy, quality and timeliness of communications.
- Receives and responds to inquiries from the public, media and other internal and external stakeholders; addresses issues and provides corrective action or recommendations for new or updated processes and procedures; provides notification of issues to appropriate staff and management.
- Plans, researches and coordinates communication activities, delivery methods, resources, meetings, digital platforms/site functionality and maintenance, and/or event logistics.
- Develops and maintains communications and marketing materials which may include brochures, inserts, newsletters, digital content, media releases and/or other promotional items.
- May serve as a lead worker of support staff by assigning work and monitoring work completion.
- Researches industry standards, trends, best practices and emerging technologies and makes recommendations for process or technical improvements.
- Performs other duties of a similar nature and level as assigned.
- Developing, writing and editing print, digital, web and social communications using established project development phases;
• Developing complex, time-sensitive communications projects through iterative, collaborative phases across divisions and organization wide;
• Adding or changing web content; and publishing web content using the content management system, consistent with brand guidelines, internal style guidelines and state and federal accessibility standards;
• Maintaining project process documents (such as spreadsheets, charts and online planning tools), helping to manage and track project progress within the in-house creative team, routing proofs for review and approval
• Ensuring documents and web content are developed in compliance with state and federal accessibility standards, and facilitating the remediation of such communications for accessibility; providing organization wide guidance on writing accessibly and best practices for accessible document creation
• Using the agency’s cloud-based service request system to conduct routine project intake; identifying open questions; conducting follow-up and clarification with project requestors; routing incoming projects to the appropriate team member;
• Storyboarding video scripts and producing videos, identifying sources of B roll, assisting with motion graphics and video editing;
• Consistently applying agency style in all contexts; fact-checking data, copy and figures
• Facilitating standing meetings to support project development, consistency in team practices and cross-divisional coordination on recurring and standalone communications projects;
• Assisting in the planning, coordination and execution of events, including DRCOG’s annual awards celebration;
• Assisting in marketing DRCOG information and programs, including creation of copy for ads, eblasts, radio and marketing pieces and videos;
• Principles and practices of Associated Press and agency style
• Research and fact-checking practices
• Practices related to state or local governments
• Project management principles and practices
• Accessibility principles and practices
• Principles and practices of business communications.
• Principles and practices of target audience marketing using applicable marketing channels.
• Principles and applications of critical thinking and analysis
• Principles and methods of qualitative and quantitative research.
• Practices and methods of coaching and leading the work of others (based on assignment).
• Techniques and methods for organizing, prioritizing, assigning and monitoring work (based on assignment).
• Business math concepts.
• Best practices, trends and emerging technologies.
• Applicable federal, state and local laws, codes, regulations (based on assignment).
• Customer service principles.
• Specialized equipment relevant to area of assignment.
• Modern office technology.
• Planning, preparing, and editing communications materials and media content.
• Gathering data, analyzing findings and applying logic and reason.
• Coordinating deadlines and prioritizing competing demands.
• Monitoring schedules, status and compliance.
• Researching industry trends, solutions and best practices.
• Compiling and sorting data and articulating issues and recommendations.
• Authoring and preparing original reports, documents and communication materials.
• Coordinating meeting or event logistics and applicable resources.
• Recommending policies, procedures and process improvements.
• Interpreting and applying applicable laws, codes, regulations and standards (based on assignment).
• Providing customer service.
• Using a computer and relevant software applications.
• Using communication and interpersonal skills as applied to interaction with coworkers, supervisors, the general public and others to sufficiently exchange or convey information and to receive work direction.
EDUCATION AND EXPERIENCE REQUIREMENTS:
Bachelor’s degree in marketing, communications, public relations, public administration or related field and one to three years of related communications and/or marketing experience.
OR
An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above, unless otherwise subject to any other requirements set forth in law or regulation.

STATUS:
Full-time, Exempt

COMPENSATION AND BENEFITS
The hiring salary range for this position is $4,905.34 - $5,888.40/month or $2,452.67 - $2,944.20/semi-monthly depending on qualifications.

APPLICATION PROCEDURE
To view the full job description, a complete listing of benefits, and to apply for this position, please visit our website at https://drcog.org/drcog-job-openings.

This position is open until 5:00 p.m. Mountain Time on Wednesday, January 10, 2024.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.