

COMMUNICATIONS SPECIALIST

As the regional council for Maine's Greater Portland and Sebago Lakes areas, GPCOG is an association of cities and towns serving rural, suburban, and urban areas. We take pride in bringing communities of all sizes and interests together to collaborate on best practices and plan for the future of our growing region. We do this through a variety of programs, services, projects and initiatives – all with the goal of improving the lives of our community members and making our region the best in the country.

One of Greater Portland's greatest strengths is the growing diversity in its communities. The Greater Portland Council of Governments believes that diversity, equity, and inclusion considerations should shape every area of its work, internally and externally; internally, by creating and maintaining an inclusive organizational culture and, externally, by focusing explicitly on equity and inclusion to ensure increased accessibility and pathways to prosperity for all community members. Our work progresses when our team can draw on a wide range of personal experiences and backgrounds, and when each member is open to learning from the experiences of others, both internally and externally.

As an equal opportunity employer, GPCOG embraces all applicable state and federal laws and regulations and does not discriminate against applicants for employment or employees because of race, color, creed, religion, ancestry, national origin, sexual orientation, sex or gender, gender identity or expression, pregnancy, medical conditions, age, disability or other handicap, genetic information, marital/familial status, veteran status, military status, or income or status with regard to public assistance in any aspects of our personnel policies, working conditions, or hiring and recruitment.

To create and nourish a diverse workforce in the Greater Portland and Sebago Lakes region, GPCOG encourages members of groups traditionally underrepresented in local government and professional positions to apply for career opportunities.

GPCOG recognizes the value of a healthy work/life balance for our team members and as such, we provide a variety of benefits to promote that balance. GPCOG encourages opportunities for career advancement through tuition assistance and professional development opportunities, leadership programs, and participation in local and national organizations. GPCOG also offers flexible schedules and remote work options as well as paid time off and holidays. GPCOG employees also may be eligible for health, vision and dental insurance, employer paid short-term disability coverage, participation in a Defined Contribution retirement plan and Deferred Compensation Plans that employees can opt into for additional retirement funding.

The Communications Specialist is a member of the Communications & Engagement Team managing social media platforms, writing newsletters, designing project materials, overseeing the website, and promoting external events. This position offers an exciting opportunity to work closely with like-minded peers, community members and decision-makers.

What you'll do:

- Implement comprehensive communication strategies to effectively promote smart growth planning strategies, convey opportunities for public engagement and highlight developments and accomplishments across initiatives.
- Create and disseminate engaging and informative content for GPCOG's communications channels (website, social media, radio/podcast, email campaigns, newsletters, events) and diverse audiences, including members of the public, municipal officials, transit agency staff, decision-makers, and community leaders.
- Design social media graphics, project materials, and presentations.
- Manage GPCOG's digital presence, including website updates, social media accounts, and online platforms, ensuring consistent branding and messaging.

What you bring:

Demonstrated experience in communications, public relations, journalism, marketing, social sciences, or a related field including, but not limited to:

- Proven experience developing and implementing successful communication and engagement strategies in a nonprofit, government, or regional planning setting.
- Excellent written and verbal communication skills, with the ability to convey complex information in a clear and compelling manner.
- Photography skills.
- Enthusiasm for the creative use of social media platforms.
- Strong digital media management skills, including proficiency in website content management systems and social media platforms, design tools like Canva, email marketing, and contact management tools like Constant Contact.
- Strong interpersonal skills and ability to build relationships with diverse stakeholders, including government officials, community organizations, and the public.
- Detail-oriented and highly organized, able to manage multiple tasks and meet deadlines in a fast-paced environment.
- Interest in transportation planning, sustainable development, housing and land use policy, economic development, program and project management or related fields is a plus.
- Any equivalent combination of education and experience that demonstrates possession of the required knowledge, skills, and abilities.

What to know:

- GPCOG offers a hybrid workplace that allows staff to work remotely, although the Communications Specialist will need to attend community events and meetings in Greater Portland.
- Occasional travel in the Greater Portland region and extended hours are required.

- GPCOG offers competitive benefits, a fun, flexible, and creative work environment, and an annual salary of low to mid-\$50s for the right, well-qualified candidate.
- Work hours and schedule may be flexible to 40 hours per week, with some ability to adjust based on circumstances, depending on what you bring to the position.
- People of color, people with disabilities, members of traditionally underrepresented groups, and veterans are welcome and encouraged to apply.

What to do now:

- Go to <https://tinyurl.com/mwcf8ry5> to provide your contact information, then upload your cover letter telling us why you want to join GPCOG's team as a Communications Specialist; your résumé, highlighting your education, relevant experience, and skills;
- A brief sample of your work product that demonstrates your knowledge and competencies in the role of Communications Specialist.
- Submit these no later than May 24, 2024. Applications will be reviewed on a rolling basis.
- All applications must be submitted using this application portal.

Learn more about us at www.gpcog.org