
Employee Name (Please Print)

Date

Pine Mountain Club Property Owners Association
Job Description

Job Title: Communications Coordinator
Department: Office
Reports to: General Manager
FLSA Status: Non-Exempt
Approved by: General Manager
Approved date: 2024-04

SUMMARY

The communications coordinator is accountable for the planning and facilitating of the communications, community relations, and marketing efforts of Pine Mountain Club POA. The coordinator also serves as executive editor of the *Condor Newsletter*, the POA's Website, and other PMC publications and media outlets. Manages PMC Public Information Office and serves the Board of Directors, through the General Manager as the communications/media resource.

WORK HOURS

Position may be seasonal, temporary, part time, on-call and/or full time depending on the status change form. Weekends and holidays are required. Employee may be required to work overtime hours as needed. Work hours are dependent on the needs of the Association.

ESSENTIAL DUTIES AND KEY RESPONSIBILITIES include but are not limited to the following:

- Serves the Board of Directors, through the general manager as community relations strategist.
- Plans, coordinates, and implements the communications and community relations program of PMC within guidelines set by the PMCPOA Board of Directors and the communications committee through the general manager.
- With the assistance of the Communications Committee, determines overall content and supervises all functions of the *Condor Newsletter* and other communications materials to include handbooks, signs, and brochures. With input from the general manager and recreation manager, determines content and layout and performs hands-on functions of writing, editing, proofing, and layout of the *Condor Newsletter*.
- Oversees all PMC publication requirements, including election, budget, recreation publicity, and assessment or policy notification.
- Monitors advertising, design, printing, circulation, billing and collections, and all other operations associated with publication of the *Condor Newsletter*.
- Develops advertising campaigns, contacts, and copy where necessary for the *Condor Newsletter*.
- Assists in the development of PMCPOA demographic and opinion surveys. Coordinates requirements with all departments, assists general manager, planning committee in implementation, and communications committee in analysis and presentation.
- Develops promotional packets and media kits to increase the *Condor Newsletter* advertising

revenue.

- Serves as public information manager for the Association, under authorization of the general manager, including writing testimony, developing public education campaigns, news releases, and general correspondence.
- Develops and maintains the PMC website as a communications tool for our residents and prospective PMC residents.
- Develops and utilizes local and social media to enhance PMCPOA’s image.
- Sends email blasts to residents signed up for the various services including a digital version of *The Condor Newsletter*, safety and construction announcements, weather related announcements and emergency information.
- Maintains PMC social media information outlets, including announcements and pictures of social events.
- Provides input into the communications department’s budget. Monitors advertising accounts receivable and monitors collection efforts.
- Staff liaison to PMC communications committee.
- Maintain a satisfactory attendance record.
- Follow all safety rules and procedures and attend safety meetings as required.
- Performs other duties as assigned.

SUPERVISORY RESPONSIBILITY

This job has no supervisory responsibilities.

MINIMUM QUALIFICATIONS

A desire to learn necessary skills along with educational and experience that can be applied to the required knowledge, skills, and abilities.

PREFERRED QUALIFICATIONS

Prior experience in a similar work setting.

Must be available for attendance and reporting of local events and activities.

EDUCATION AND CERTIFICATION:

A degree in marketing or communication, or related field is preferred, though equivalent experience may be considered.

KNOWLEDGE, SKILLS, AND ABILITIES

- Ability to establish and maintain effective working relationships with Board of Directors, committees, advertisers, staff, and the general public.
- Thorough knowledge of the principles and practices of journalism and public relations.
- Strong writing, editing, and photography skills.
- Ability to tailor communications style to promote overall goals of organization.
- Strong organizational skills and the ability to manage multiple priorities.

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- Strong public relations skills and demonstrated ability to speak in public.
- Thorough knowledge of preferred publication software products.
- Knowledge of website design and maintenance
- Knowledge of managing social media outlets
- Ability to work with large and diverse staff.

LANGUAGE SKILLS

Ability to read, write and comprehend instructions, correspondence, and memos. Ability to effectively present information in one-on-one and small group situations.

MATHEMATICAL SKILLS

Ability to construct logical arguments, problem solve, analyze data, and research. Ability to be creative and utilize time management skills, paying close attention to detail.

REASONING ABILITY

Ability to logically understand concepts and solve problems.

PHYSICAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle or feel and reach with hands and arms. The employee frequently is required to walk, sit, and talk and hear. This employee is occasionally required to stand, climb, or balance, stoop, kneel, crouch or crawl and taste or smell. The employee must occasionally lift and/or move more than 50 lbs.

Specific vision abilities required by this job include distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly exposed to moving mechanical parts, fumes or airborne particles, outside weather conditions, and vibration. The employee is occasionally exposed to wet and/or humid conditions, high precarious places, and risk of electrical shock. The noise level in the work environment may be loud.

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TOOLS & EQUIPMENT USED

Tools and equipment used to include but are not limited to the following: various office machines, copier, computer, telephone, printer, camera, and radio.

EQUAL OPPORTUNITY EMPLOYER

It is PMCPOA’s policy to maintain equal opportunities for all employees. PMCPOA does not unlawfully discriminate on the basis of sex (including pregnancy, childbirth, breastfeeding or related medical conditions), sex stereotype, race, religion (including religious dress and grooming practices), color, gender (including gender identity, gender expression and transgender), national origin (including language use restrictions and possession of a driver's license issued under Vehicle Code section 12801.9), ancestry, physical or mental disability, medical condition, genetic information, marital status, registered domestic partner status, age, sexual orientation, military and veteran status or any other basis protected by federal, state or local law or ordinance or regulation.

This policy applies to all areas of employment including recruitment, hiring, training, promotion, compensations, benefits, and social and recreational programs.

EMPLOYMENT AT WILL

California is an ‘at will’ employment state, meaning that an employer or employee may terminate the employment relationship at any time.

Teamwork and the ability to get along with co-workers is considered an essential function of the job and that angry, rude, disrespectful, insubordinate and uncooperative behavior can result in discipline; including termination.

By signing below, I acknowledge receipt of my job description. I have had the opportunity to ask questions, and I understand what is expected of me in this position.

Employees Signature

Date

Managers Signature

Date

Employee Initials _____

Dept Manager Initials _____