

**COUNCIL ON SUBSTANCE ABUSE-NCADD (COSA-NCADD)
PUBLIC RELATIONS AND MARKETING COORDINATOR- AOA PROJECT**

The mission of the Council on Substance Abuse (COSA-NCADD) is to reduce the incidence and prevalence of the disease of alcoholism, other drug addiction diseases, and related problem.

The Public Relations and Communications Coordinator is responsible for working with staff to manage public relations and communication functions associated with the Alabama Opioid Assistance (AOA) Project. The AOA Project is 4-year grant project addressing the opioid epidemic in Alabama. Activities include education and training opportunities, awareness events, wrap around services, community referrals and peer-to-peer support services. The Coordinator is expected to travel across the state as AOA Project activities are implemented. Mileage reimbursement is available.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop a Marketing/Communications Plan and execute strategies
- Manage the content of the organization's website, thinking creatively about the website design as well as executing weekly and recurring updates
- Coordinate all e-communications
- Strategize and execute an effective social media plan
- Capture photos and videos of organizational happenings for quick sharing with the public.
- Manage, create and publish a series of videos about the project
- Coordinate with the project staff to obtain graphic needs
- Write short stories as well as long articles about the organization and AOA project, specific activities and initiatives for online and print publications
- Support the drafting and distribution of press releases
- Act as a representative of the organization at outside events and media opportunities.
- Support efforts for public marketing partnerships
- Uphold brand standards on all external and internal materials
- Participate in the planning and execution of special events as needed

Essential Qualifications

- Bachelor's Degree in a related field such as marketing, communications, public relations, journalism or relevant work experience and one to three years of demonstrated success are preferred
- Advanced knowledge of communications and public relations in a non-profit environment
- High degree of proficiency and comfort with technology, digital communication tools, and social media
- Strong writing and editing skills to craft thoughtful, well-written communications material across a variety of print, online and social media
- Experience with Adobe InDesign and WordPress
- Ability to tailor communication format and content for a variety of audiences
- Superior organization skills, with ability to juggle multiple priorities under changing circumstances, prioritize work with supervisory input, meet deadlines, and balance the needs of numerous constituencies in a demanding, fast-paced environment
- Availability and willingness to work outside of normal schedule including evenings and weekends
- Work requires traveling using agency and/or personal vehicle- Mileage compensation is provided
- Valid driver's license and proof of automobile insurance required

COSA-NCADD is an Equal Employment Opportunity/Affirmative Action (EEO/AA).