

Erie County Bar Association (PA) Position of Communications Coordinator

General Description

The Communications Coordinator position for the Erie County Bar Association (ECBA) is currently part-time with the possibility of developing into a full-time position in the future. The Coordinator reports directly to the Executive Director.

Responsibilities:

1. Oversee the content of the ECBA Website:
 - a) regularly updating it, communicating with the ECBA Website developer;
 - b) write brief articles for the home page regarding upcoming events, meetings, seminars, etc.
 - c) after events conclude, post follow up information so that members and the public are kept informed; include photos of events;
 - d) review statistics generated through website optimization; suggest changes as needed
 - e) solicit and organize advertising on the ECBA website;
 - f) maintenance of the Facebook page, Twitter, LinkedIn.

2. Promote the Lawyer Referral & Information Service (LRIS):
 - a) increase awareness of the LRIS, resulting in additional referrals being made;
 - b) promote the ECBA LRIS as THE place to find an Erie attorney;

3. Other:
 - a) oversee any outside advertising done by the ECBA;
 - b) develop press releases; establish and maintain media relations;
 - c) photographically and journalistically document ECBA events for posting on Website, Facebook, etc.
 - d) develop well-designed flyers, brochures, invitations

- e) develop and send the ECBA E-Newsletter on a monthly basis;
- f) through communication efforts, increase awareness of and attendance at events held for both the membership and the public;
- g) make media representatives aware of story and photo opportunities;
- h) promote ECBA projects and initiatives;
- l) recommend other strategies for communications driven non-dues income.

Minimum Qualifications:

1. Training or experience in the fields of English, journalism, communication and/or related area;
2. Excellent communication skills, written and verbal;
3. Proficiency in basic graphic design, including composition and typography, as well as preparation of press releases;
4. Proficiency in Microsoft Office, Adobe Creative Suites (especially InDesign, PageMaker, Dreamweaver, Illustrator), Adobe Acrobat Professional 7.0; internet savvy, including research; digital photography and image manipulation, including placement of photos on website, brochures, etc.
5. Ability to stay organized, manage time effectively to meet deadlines, work independently, exercise good judgment, taken initiative as appropriate, ability to cooperate with others in a busy organization.

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