

## Communications Coordinator

<b>Job Title:</b>	Communications Coordinator	<b>Organization:</b>	IASI
<b>Date Created:</b>	August 2024	<b>Status:</b>	Non-Exempt

### Responsibilities:

#### Essential:

1. Be a resource person for USA Swimming, IASI, and the IASI Board of Directors. Answer questions, provide support and redirect to better resources when appropriate.
2. Attend meetings as it pertains to this role (House of Delegates, Board of Directors, USA Swimming, Central Zone, LSC leadership, and committee meetings as requested).
3. Identify strategic themes/messaging, research, interview, write and edit original and creative copy on behalf of IASI and for use in presentations, electronic publications, and communications.
4. Engage with all relevant parties to develop communication pathways for news and other feedback.
5. Strategically coordinate communication of IASI highlights to internal and external constituents to ensure updates are shared broadly and in a timely fashion.
6. Proactively identify appropriate vehicles and venues that will engage key thought leader audiences and advance the reputation of IASI throughout the state and nationally.
7. Responsible for the management and upkeep of the IASI website to include updated information on items such as Meets, LSC Events (on calendar), timelines, heat sheets, etc.
  - Upload approved meet schedule on the IASI website once approved by HOD during the LSC's spring HOD meeting. Update schedule with any approved changes made throughout the year.
  - Once meet information has been published by the meet host, provide a link to the site with all meet information on the IASI website. If such a link does not exist, provide the meet announcement and event file directly on the IASI website.
  - Publish championship meet time standards to the IASI website.
  - Ensure up to date LSC records are published on the IASI website.
  - Management and upkeep of IASA IASI Committee Directory website.
  - Responsible for the creation, maintenance, and upkeep of Mental Health Resources for IASI athletes, to include a landing page on IASI website for easy access.
8. Communication and publication of BOD/HOD meeting notifications, agenda, and minutes
9. Collaborates with IASA staff and Board of Directors to communicate information relating to the following groups:
  - IASI Families
  - IASI Athletes & Coaches
  - IASI Non-Athlete Members (officials, volunteers, etc.)
10. Primary party responsible for the management and upkeep of IASA social media channels with emphasis on continuous and consistent messaging.
11. Facilitate the sharing of IASI related imagery from meets and other related events with links to photography sites, if available.
12. Share relevant SwimSwam/Swimming World articles, interviews, and resources.
13. Coordination and dissemination of information related to meet results.

14. Plans, prepares, and distributes original promotional content such as articles, news and press releases, email, blog and social media posts, and other updates on behalf of IASI.
15. Based on assessment, drafts and proposes communications campaigns, which may include social and online media, print media, direct mail, and other multimedia. Evaluates success of campaigns when completed.
16. Produce the IASI Newsletter
17. Promote and attends special events and functions; promote and reports on milestones and activities such as IASI goals and projects; community service activities; new certification levels; open board and/or committee positions.
18. **Rely primarily on pictures and video provided by swimmers, coaches, and spectators to promote a variety of meets throughout the LSC.**
19. Stay current and knowledgeable on USA Swimming rules and regulations.
20. Stay current and fully understand IASI policy and procedures as well as the IASI by-laws.
21. Adhere to and follow IASI financial policies and controls as written and required.
22. Adhere to and follow IASI policies as written in the Employee Handbook.
23. Maintain and adhere to a regular work schedule as agreed upon with the Admin Vice Chair.

#### **Non-Essential:**

1. While this job description is intended to be an accurate reflection of the job requirements, IASI leadership reserves the right to modify, add or remove duties from jobs and to assign other duties as necessary.

### **Essential Qualifications:**

#### **Experience:**

Strong analytical and problem solving skills.

Understanding of SportsEngine's Team Unify.

Familiarity with the USA Swimming website and portals (LSC, Club, and Learn Portals), a plus.

Understanding competitive swimming – from a parent, coach, official, athlete, and volunteer perspective.

Bachelor's degree in Marketing, Journalism, Advertising, Communications, or related field or an equivalent combination of education and experience.

One to three years of related experience, such as marketing, publications, or social media communications.

#### **Skills**

Computer skills: Word, Excel, PowerPoint, Adobe Acrobat, Zoom, Google, Constant Contact, SignUp Genius, strong skill set and experience with social media sites.

Excellent communication skills (written and oral) to include public speaking.

Strong organizational skills and attention to detail.

Excellent time management skills with a proven ability to meet deadlines.

### **Physical:**

This is a work-from-home position, but the Registration and Membership Coordinator must reside within the physical boundaries of the Iowa Swimming LSC.

Persons filling this position must have the ability to communicate via the telephone, in person and through correspondence with others.

Requires prolonged periods of sitting at a desk and working on a computer, phone, or tablet.

### **Mental:**

Ability to work under pressure of deadlines.

Ability to think independently, solve various problems and make informed, rational decisions.

Ability to stay focused despite continual interruptions.

### **Other:**

Must be available to work scheduled hours and overtime as the employer determines is necessary or desirable to meet its business needs and to cooperate and promote goodwill in the image of IASI.

Must be available and willing to work such weekends and holidays as the employer determines are necessary or desirable to meet its business needs.

Ability and willingness to travel to such locations and with such frequency as IASI determines is necessary or desirable to meet its business need.

### **Acknowledgement:**

I acknowledge that I have received a copy of this job description. I understand that I can discuss it and any questions that I have at any time.

Employee Signature	Date