



"Managing the People Side of Change"

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Communications Specialist

Job Summary

A communications specialist will focus on helping in the creation and delivery of branding that will sell stakeholders on the value and benefits of specific projects to clients. You will also assist in creating news and other information pertaining to specific projects to both internal and external clients. This may include press releases, talking points, news articles, newsletters, and flyers.

Job Duties & Responsibilities

- Establish a positive project name and campaign for specific projects
- Create an image / logo for association to the projects
- Plan and coordinate informational meetings and/or events for stakeholders
- Plan and create communications methods, e.g., Bulletin Boards, Desk Drops, Leaflets
- Plan, write, prepare press releases, talking point, newsletters, news articles and flyers about the project to be used throughout the lifecycle of the project
- Build and maintain communication schedule throughout lifecycle of project
- Create and maintain an intranet or internet project site as needed or required
- Participate in a variety of meetings for the purpose of conveying and/or gathering information required to communicate to project stakeholders

Required Qualifications

- Bachelor's degree (B.A.) or equivalent from a four-year college or university. Degree in marketing, advertising or communications preferable. Or, one to two years related experience and/or training; or equivalent combination of education and experience.
- Strong project management, organizational and analytical skills required. Demonstrates ability to manage multiple projects simultaneously.
- Outstanding written and verbal communication skills
- Print and web design capabilities: must know how to work in both media for integrated campaigns. Ability to articulate and communicate to a variety of audiences
- Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Able to read and interpret written information
- Collaborative, and flexible work style
- Must possess a demonstrated use of intermediate software packages (MS Office Suite, Photoshop, Adobe Suite, etc.)

- Experience developing websites and/or working knowledge of website development software
- Experience developing social media and network marketing campaigns using Twitter, YouTube and LinkedIn.

NOTE: Experience, education and certifications will be verified