

### **Communications Specialist:**

The Communications Specialist collaborates with the Veterans Business Outreach Center (VBOC) Director to develop and execute a strong and vibrant communications/marketing/outreach plan and strategy to raise and increase awareness of B2B, Reboot, and other VBOC programming. Supports communications with key stakeholders including SBA District Offices, other SBA resource providers, and key stakeholders on VBOC activities. The position reports to the Director - VBOC.

### **Essential Duties and Responsibilities:**

- 1. Marketing and Outreach Plan** – Collaborates with the Director VBOC to create annual marketing and outreach plans and strategies to promote VBOC activities while promoting SBA programs, products and services to clients.
- 2. Website Management** – Oversees NEF VBOC website is vibrant and up to date. Ensures all activities are captured on calendar of events. Ensures contact information is up to date. Ensures Calendars are up to date.
- 3. Stakeholder awareness** – Collaborates with SBA on conferences and special programs for eligible veterans in Iowa and Nebraska service areas. Includes SBA District Office and other resource partner teams in outreach activities. Ensures that SBA brochures and SBA partnership posters are prominently displayed at VBOC locations and during networking events. Distributes VBOC brochures and collateral to SBA District Offices, resource partners, veteran service organizations, military installations, and locate Department of Veterans Affairs and Department of Labor offices. Effectively collaborates with NEF stakeholders and partners.
- 4. Social Media Management** – Manages NEF VBOC social media presence, postings, and plan to ensure vibrant and effective social media impact. Monitors and manages social media postings of all activities.
- 5. Public Representation** – Represents NEF VBOC at key networking events and public activities. Support Reboot training programs. Participate in VBOC B2B classes. Creates and manages appropriate press releases and listservs.
- 6. Portfolio and Impact Management** – Supports the Impact/Compliance Specialist in identifying and documenting impact. Prepares communications on success of the program and impact achievements.
- 7. Preparing Reports** – Prepares stakeholder reports and success stories for public distribution.
- 8. Customer Service** – Primary contact for NEF VBOC interactions taking phone messages, email, and reviewing correspondence and forwarding to appropriate staff members.

Shares contact information for clients indicating interest in learning about other SBA programs and assistance.

9. **Program Research** - Responsible for researching and assembling background information and materials as requested for strategic planning, funding proposals, and product development. Conducts periodic follow-up calls and surveys to participants to measure and outcomes and outputs.
10. **Other Duties as assigned.**

**Preferred Skills and Competencies:**

- Excellent communication, interpersonal and presentation skills - including a professional phone presence
- Excellent organizational and time-management skills
- Excellent public speaking
- Excellent writing and editing skills
- Experience with basic photo and video editing
- Marketing and/or communications experience (1+ years)
- Experience using Microsoft Office Suite, specifically Excel, Word, and Outlook
- Ability to work independently as well as collaborating with other team members
- Openness to learning new skills and systems

This position is based in the NEF VBOC head office and provides support for NEF VBOC activities across Nebraska and Iowa. Occasional travel may be required to support B2B and Reboot training and programming.

Please submit a writing sample and 3 related social media posts (one for Facebook, one for LinkedIn, and one for Twitter).

Salary Range: \$50,000 - \$57,000/ year, depending on experience level

**Benefits:**

- 15 days PTO
- 12 Holidays
- Health Insurance and HSA contributions
- Matching retirement up to 5%
- Life Insurance
- ST and LT disability
- wellness benefit
- phone reimbursement