MEADE AGENCY, LLC

POSITION SPECIFICATIONS

COMMUNICATIONS SPECIALIST

EDUCATION:

College degree in communications, marketing, public relations, or advertising is preferred. Experience in related field may be substituted.

EXPERIENCE:

Must have at least three (3) years experience in written and oral communications; experience dealing with electronic and print media; developing and implementing social media and marketing strategy; experience in public speaking and presentation. Must be in position three (3) years to reach competency in position.

JOB KNOWLEDGE:

Must have specific knowledge of communications methods and social media concepts in addition to knowledge of the Meade Agency's philosophy and objectives. Must keep up with current social media trends and their impact on the Meade Agency and its clients. Must be aggressive with growing the brand and positive image of the Meade Agency and its clients.

ABILITIES & SKILLS:

Must be skilled in meeting with and speaking to people, individually and in groups. Must have an outgoing personality to immediately connect with clients. Must be a team player. Must be able to review, organize, and disseminate information in a timely manner. Strong social media and computer technology skills are vital. Experiences using desktop publishing to design communications is necessary. Must be a proactive self-starter with the ability to work independently. Creativity, initiative, good judgement, logic, a broad range of knowledge, self-motivation, perseverance, and the ability to express

thoughts clearly and simply are essential. Must be able to concentrate amid confusion, think on your feet and under pressure. Multi-tasking skills are a must. The ability to communicate persuasively, both orally and in writing, with managers, clients, team members, and the public is vital. Must be able to write and think creatively as well as communicate technical information that is easily understood by others. Decision making, problem solving, and research skills are important.

WORKING CONDITIONS:

Requires working both inside and outside of an office environment. Regular working hours with moderate overtime when necessary, though may require irregular working hours without notice. Some out of town and out of state travel is required.