

USS MISSOURI MEMORIAL ASSOCIATION**POSITION DESCRIPTION**

Position Title: **Communications Coordinator & Content Creator**

Reports to: **Director & Manager of Communications and Business
Development**

Department: **Communications & Business Development**

Primary responsibilities: This position is responsible for supporting all department campaign efforts and projects. This position also assists the Manager of Communications and Business Development with all aspects of Communication and Business Development annual plan and implementation of projects that support the organizations strategic goals and objectives.

This position is also responsible for working with other departments throughout the organization with respect to communications and developmental growth efforts. Other responsibilities include coordinating and promoting community events and engagement opportunities, as well as creating content and managing communications across all social media channels.

Position Requirements:

Knowledge of communications, public relations, social media and basic business fundamentals. Strong communications skills that allow you to articulate clearly both with the written and spoken word, ability to understand a variety of people, confident team leader, and quick learner. Must also be persuasive and a quick thinker.

Primary duties:

- Collaborate with Manager of Communications and Business Development on implementation of annual communications plans and budgets.
- Manage the upkeep of the Missouri's online press room and develop new marketing/promotional materials for use on the organization's website.
- Provide support of media visits and filming requests, act as an onsite liaison, including coordination with naval base security for access.
- Support all aspects of community events (concept, budget, vendor selection and coordination, department participation, invitations, promotional efforts, post event reporting), act as an onsite event coordinator.

- Assist Director & Manager of Communications and Business Development in creation, implementation and execution of new products, community events and promotional and communication campaigns.
- Create and edit compelling content for various digital channels, including press releases, website, and social media.
- Develop and schedule engaging content across social media platforms (e.g., Instagram, Facebook, TikTok, LinkedIn, and YouTube), incorporating historical significance of the USS Missouri, educational insights, trending topics, and association updates to enhance audience engagement and awareness.
- Maintain a consistent posting schedule and content calendar.
- Support media relations efforts, including building relationships with journalists and supporting media inquiries.
- Conduct market research to identify trends and opportunities for brand promotion
- Ensure consistent messaging across all communication channels and materials.
- Initiate and manage an influencer collaboration program to explore partnerships.
- Write and publish engaging blog posts and articles for the online press room keeping audiences informed about key updates, events, and organizational news.

Working Conditions:

2/3 of the time is spent in office conditions, 1/6 of the time is spent outdoors on the pier or on the ship in hot conditions, and 1/6 of the time is spent in outdoor weather conditions. The ship is moored in an active United States Navy port and adjacent to an active Air Force base.

Schedule: Monday thru Friday 0800 to 1700, some evenings, weekends and holidays

Education, Experience and Skill requirements: Bachelor's Degree from an accredited college or university, preferably in marketing, business, communications or journalism.

MUST HAVE SKILLS: Strong organizational skills and strong attention to detail; must be able to prioritize workload; must be an effective listener; and must be able to handle multiple tasks and projects simultaneously. Strong business, analytical, and planning skills and a high degree of creative thinking. In-depth knowledge of social media platforms and ability to develop platform specific content strategies.

COMMUNICATION SKILLS: Excellent written and verbal communications skills are a must. Must also have the ability to effectively present information and respond to questions from groups of managers, media, customers, and the general public. Must be a clear and effective speaker, have proper telephone and online etiquette, customer service skills, an outgoing and positive personality and work well with the public. Diplomacy is a must.

TECHNICAL SKILLS: Advanced computer skills are required, including competency in using Microsoft Outlook, Word, Excel, Access, Publisher and various media management and

monitoring programs. Must also have an effective and knowledgeable understanding of social media. Proficiency in short film editing is a plus, enhancing visual storytelling for online platforms. Experience with social media management tools and understanding of analytics and performance tracking. Experience in short form video editing.

Candidate must have the ability to apply common sense and a thorough understanding of industry standards to make decisions quickly and efficiently with minimal direction, and to carry out detailed written and/or verbal instructions.

The Battleship Missouri is located on an active military base, Ford Island, so a current driver's license and reliable transportation are required.

Physical requirements:

Position spends over 2/3 of the time talking or hearing. 1/3 to 2/3 of the time is spent standing, walking, sitting and uses hands to finger, handle or feel or working on a computer. Additionally, 1/3 to 2/3 of the time is used to climb, balance, taste, smell and reach with hands and arms. Stooping, kneeling, crouching or crawling may be involved. Any lifting involved may range from less than 10 pounds and up to 35 pounds. Close vision, distance vision, ability to identify and distinguish colors, peripheral vision, depth perception and the ability to adjust focus is also necessary for the safety of individuals, guests and employees.