

Director of Communications and Special Programs



The **Director of Communications & Special Programs** reports to the **Vice President of Development**

Position Overview

This position is responsible for implementing the overall marketing and communications plan for Special Olympics Wyoming across a variety of media resources. This position will also be responsible for planning and implementing special program opportunities for athletes including health programs, Young Athletes and other programs as assigned.

Responsibilities and Duties

Marketing & Communications

- Overall management of the organization's social media profiles, including curating content creation with photos, videos, and other information across several platforms. Monitor social media channels, interact with users, and respond to messages, inquiries, and comments.
- Create opportunities to amplify athlete voices and share community stories to raise brand awareness.
- Write and send press releases and media alerts to media outlets around the state. Maintain updated contact lists for media.
- Oversee the production of photo and video needs for events, campaigns, and promotional activities.
- Support the ongoing maintenance of the SOWY website and ensure information is relevant and up to date.
- Facilitate the distribution of newsletters/e-blasts and manage mailing lists.
- Track, analyze, and report measures of effectiveness and adjust as needed to improve performance.
- Stay up to date with industry trends, innovative strategies, and best practices.
- Manage and maintain all video, photo, and communications equipment.
- Provide on-site media coverage at competitions, fundraisers, and other events; capture footage and share live feeds as possible.
- Manage organizational branding standards across all marketing efforts.
- Create event logos as needed.

Special Programs

- Plan and implement SOWY Health Programs, partnering with the VP of Programs. This work includes Healthy Athletes, Fit 5, structured fitness programming, and other health-related programs throughout the state.
- Write and oversee management of health program grants.
- Manage cultivation and coordination of Young Athletes Programs through community partnerships, partnering with the Director of Unified Champion Schools and the Director of Program services to plan comprehensive coverage throughout the state and various partners.

Other

- Work collaboratively with internal team members to further develop opportunities throughout the state.
- Attend all statewide competitions and events; assist with other competitions, fundraisers, and events.
- Enter participant paperwork into Special Olympics Wyoming software.
- Perform other duties as assigned.

Requirements

- Bachelor's degree or combination of equivalent similar work experience/education required.
- Strong organizational and communication skills required. Ability to handle multiple projects simultaneously and willingness to work in a team setting as well as independently.
- Proficient in Microsoft Office programs, Canva, and current social media platforms.
- Experience with video editing platforms and content creation preferred.
- Experience with Special Olympics preferred.
- Travel statewide and work a non-traditional 40+ hour week at times, causing 50- or 60-hour work weeks. Position may also require occasional out of state travel and training.
- Physical Demands: Position requires both standing and sitting. Must be able to lift and carry light loads (10-40 pounds).

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Other Skills/Abilities

- Serve as a spokesperson for the organization as needed.
- Understand and share the Special Olympics Mission Statement.
- Willingness to work as a team player to enhance the entire Special Olympics Wyoming program.

TO APPLY: Please submit resume and cover letter to Jennifer Haines, President & CEO by email to ceo@specialolympicswy.org detailing why you would like to work for Special Olympics Wyoming. Applications will be reviewed as they are received. Inquiries may be directed to Jen at (307) 235-3062.

About the Director of Communications and Special Programs position:

Salary position with a starting range of \$41,000-\$44,000 annually. Position based at the Casper, WY office. Position offers health and dental insurance for employee (company pays 75% of premium). Retirement plan match of up to 3% available after 90 days. Additional benefits include paid vacation, personal, holiday, and sick leave.

Diversity, Equity, and Inclusion are at the heart of all that we do at Special Olympics Wyoming as we strive to promote unity and create a world where everyone belongs. We value, celebrate, and respect all differences, backgrounds and perspectives and understand that greater diversity and inclusion creates a stronger and more innovative organization that delivers better results as we work with the athletes in all communities.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.