***Rural Community Assistance Corporation***

**Job Description**

***Staff Writer***

***Classification:*** *Grade 9* ***Department:*** *Communications, Development & Events (CDE)*

***Status:*** *Exempt* ***Supervisor:*** *Communications Manager*

**Organization**

Founded in 1978, RCAC is a 501(c)(3) nonprofit that provides training, technical and financial resources and advocacy so low-income rural communities can achieve their goals and visions. Our dedicated staff and active board work to make our vision of vibrant, healthy and enduring rural communities a reality across the West.

**Communications, Development and Events (CDE)**

The CDE department raises funds, manages all communications, and coordinates events for the organization. Each year, the Development team raises more than $20 million to support RCAC’s work; the Events unit coordinates more than 600 trainings, workshops, conferences, and other events, both internal and external. The communications team manages all marketing, publications and creates advocacy and social media materials, including up to 24 original articles, up to 50 abbreviated case studies, more than 24 staff profiles, nearly 100 flyers and other training materials and the annual report.

**Definition:**

The staff writer provides daily content that RCAC uses to communicate its mission and vision to various audiences including funders, legislators, clients and rural communities. Major responsibilities include but are not limited to research, interview, write and edit for RCAC periodicals, marketing materials (including RCAC’s website), manuals, case studies and annual reports. The staff writer collaborates with the Communications team and program staff to develop and implement social media and advocacy campaigns and helps develop communications trainings (internal and external).

**Specific job goals, objectives and tasks are established for each employee as part of the annual evaluation and work plan process.** **Examples of responsibilities and duties include, *but are not limited to,* the following:**

* Research; conduct interviews with staff, partners and community members.
* Write articles, case studies, press releases and annual report. Writing projects range from 300 to 2,000 words, and deadlines range from daily to quarterly.
* Collaborate with Communications team to maintain RCAC’s presence across all social media channels, implement new trends in social media and digital communications
* Assist with developing target media lists and implementing media outreach strategies
* Assist with measuring and meeting Key Performance Indicators (KPIs) for the Communications team
* Collaborate on messaging strategies

**Skills and Qualifications**

* Excellent writing proficiency
* Knowledge of English language, grammar, spelling and punctuation
* Ability to understand and communicate RCAC’s vision and mission
* Knowledge of social media platforms, including but not limited to Facebook, Twitter, Instagram and LinkedIn
* Ability to work with multiple editors and turn materials around timely
* Determine a story’s audience, emphasis, length and format, and organize material accordingly
* Review and evaluate notes and reports to fact check and isolate pertinent facts and details
* Research and analyze background information to ensure accuracy
* Work with minimum supervision and handle multiple priorities simultaneously
* Work independently and contribute to a collaborative team environment
* Understand marketing and public relations
* Organize and prioritize work to meet deadlines
* Effectively listen and communicate verbally and relate well with RCAC’s staff, partners, funders and community members
* Use a personal computer at high-level proficiency using Microsoft office 365 products
* Ability to use a digital camera and/or video equipment

**Preferred Education and Experience:**

A combination of experience and education is necessary to qualify for the position. A typical qualifying combination may be:

Experience:

Four years of applicable experience in writing, journalism, communications or other closely related field.

Preferred Education:

Bachelor's degree in journalism, English or communications (additional qualifying experience may be substituted for education)

**Physical Job Requirements**

The physical demands described here are representative of those that an employee must meet to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work performed in an office requires ability to operate computers and various pieces of office equipment, including telephone. Use may be moderate (average two hours per day) to heavy (four or more hours per day).

While performing the duties of this position, the employee is frequently required to stand and/or sit for prolonged periods of time; walk; talk; hear; use hand to manipulate; handle; feel or operate objects, tools or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch or crawl.

The employee may occasionally lift and or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

This position also may require light to moderate (up to 2 - 4 days per month) automobile and airline travel, including overnight travel.

**Special Requirements:**

Possession of a valid driver's license and proof of insurance that meets the minimum requirements ($100,000/$300,000) of RCAC corporate liability policy will be required when traveling for business purposes.

*RCAC is an equal opportunity employer and considers all employees and job applicants without regard to race, religion, color, gender, sex, age, national origin, disability, veteran status, sexual orientation, gender identity or marital status, or any other status protected by law. RCAC strives to reflect the diverse constituencies that the organization serves.*