



FIRST THINGS FIRST

COMMUNICATIONS COORDINATOR

First Things First (FTF), also known as the Arizona Early Childhood Development and Health Board, is a public agency that exists to increase the quality of, and access to, the early childhood development and health system that ensures a child entering school comes healthy and ready to succeed. Passed by voter initiative in 2006, First Things First operates through a tax on tobacco products. Governed by a State Board and Regional Partnership Councils, First Things First is a decentralized organization that engages diverse constituencies to accomplish its mission. Organizational values include a focus on accountability, transparency, coordination, collaboration and on the outcomes that will ensure young children start kindergarten ready for school and life. First Things First acts in accordance with our Beliefs, Actions and Performance statements, which are attached.

Job Summary:

Reporting to the Senior Director, Marketing and Brand Advancement, the Communications Coordinator works with all agency divisions to manage processes and projects in service of the agency's strategic communications goals and to tell the First Things First story through consistent, compelling and effective content across multiple platforms. This position is responsible for overseeing a variety of communications initiatives from concept through production and implementation, including digital content, branding and public awareness materials, and also entails creating or tailoring content for the appropriate application. The position requires substantial effort to coordinate with and work with the Chief Executive Officer, statewide Board, staff, regional council members and program providers.

Distinguishing Characteristics:

The candidate will enthusiastically support the vision and mission of First Things First and possess the personal qualities of integrity, credibility and competency. Strong project management experience is essential; the ideal candidate will be skilled in the coordination of multiple communications projects across multiple platforms with varying timelines. The candidate will be highly organized, collaborative, show great initiative and have the creativity required to effectively adapt/present content to engage distinct audiences.

Typical Duties and Responsibilities:

Under the general guidance of the Senior Director for Marketing & Brand Advancement:

- Manages the development and production of a variety of marketing/brand projects, including FTF websites, social media platforms, e-newsletters, videos, blogs, etc.
- Serves as primary project manager for the department's internal communications request system. Coordinates with internal customers, members of the Communications team, and outside vendors as need to complete those requests, including content development, design, production and distribution. Functions as creative services manager for design team.
- Provides technical assistance to grant partners, providing support and direction while ensuring the proper representation of the FTF brand.
- Monitors and reports on marketing analytics.
- Collaborates with members of Communications team to develop/edit/adapt content, including developing and curating online content.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in communications, marketing or related field.
- Five to 10 years of direct experience developing marketing communications vehicles across various media, with demonstrated success implementing/managing effective digital marketing programs and creative content.
- Organized and detail-oriented, with experience managing multiple projects on deadline.
- Proactive in identifying and completing tasks applicable to the job.
- Excellent writing and verbal skills, with the ability to translate complex ideas into clear, concise and engaging products across a variety of media and audiences.
- Strong computer skills, including knowledge of trends/best practices in digital communications and platforms, including online, mobile, social, video, etc.
- Ability to work in fast-paced environment; team player.
- Knowledge of early childhood or human services systems/policy preferred.

Review of resumes will begin on Monday, Aug. 4, 2014 and continue until the position is filled. For consideration please submit your cover letter, comprehensive resume and three professional references by the close of business on Friday, Aug. 1, 2014 to:

www.azstatejobs.gov

In the AZ State Personnel System, the position is classified as a Grade 20, with a salary range of \$48,000 to \$55,000. The position is not covered under the State of Arizona Merit system rules. The State of Arizona offers an outstanding comprehensive benefits package.

OUR BELIEFS, ACTIONS & PERFORMANCE

We Believe, in order for First Things First to live our Vision, Mission and Values, we:

- Respect diverse contributions and perspectives as being fundamental to our success;
- Demonstrate individual and collective responsibility by fulfilling our commitments and excelling in our performance; and,
- Conduct ourselves with personal and professional integrity, acting at all times in ways that bring respect and honor to each other, our work and our organization.

We Act on our commitment to create positive outcomes for Arizona's young children through:

- Efficient and effective stewardship of resources;
- Comprehensive systems approach and organizational planning that focus on clear priorities, realistic expectations and vigorous assessment;
- Open, honest and clear channels of communication that foster trust;
- Continuous inquiry, learning and reflection;
- Coordination and leadership by volunteers, state, local and tribal partners and advocates; and,
- Acknowledgment of and honor for the sovereignty of tribal governments in our work.

We Perform in a manner that:

- Empowers employees' mutual respect, teamwork and ethical behavior;
- Encourages innovation, promotes excellence and creative problem solving;
- Cultivates staff development, provides feedback and reflection on performance, and celebrates success;
- Responds to the evolving nature of our work with flexibility and adaptability; and,
- Creates a positive atmosphere and promotes a healthy work environment and life balance.



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Ready for School. Set for Life.