



Communications Specialist

Overview

Do you love telling a story that engages your reader and provides thought leadership? We're looking for an experienced, passionate and talented Communications Specialist to join our in-house creative team at Innsbrook, a nature-centric resort community located 30 minutes west of Chesterfield.

This team member is responsible for writing engaging content to increase awareness, generate leads, enable sales and engage customer and media interest. Successful candidates must have a positive attitude, be hardworking, detail-oriented and, most importantly, have a passion for creating compelling content through engaging and clear storytelling. They must also be a multi-tasking professional who knows the critical importance of managing client expectations and relationships, while working to ensure that deliverables are on time and are error free.

Responsibilities:

- Write, edit and develop engaging content for a variety of long- and short-form print and digital formats, ensuring consistent core messaging and brand integrity.
- Identify compelling stories, write and submit story pitches and press releases, and develop relationships with local, regional and national media outlets.
- Develop and manage editorial calendar and media list(s) to initiate media outreach.
- Initiate periodic refresh of SEO-conscious written content for website.
- Monitor print, broadcast and digital media for brand mentions.

Qualifications:

- Exemplary writing, editing and proofreading skills.
- Exemplary strategic project management, communications and organizational skills.
- Experience with website content management and analytics tools.
- Experience with social media tools.
- Experience with Adobe InDesign, functionally but also with a keen eye for consistency, layout and aesthetics.
- Ability to take initiative and juggle multiple projects.
- Ability to prioritize, think, plan and execute resourcefully across multiple tasks and often under tight deadlines.
- Self-motivated, organized and independent, yet comfortable and able to work in a collaborative team environment.

Requirements:

- Bachelor's Degree in communications, journalism, marketing or a related field.
- 5+ years professional experience.
- Media experience a strong plus.

Title and salary commensurate with experience. We offer a beautiful, park-like setting that's second to none, casual dress, medical, dental, vision, 401K, ESOP, reasonably flexible work hours and PTO.

To apply, submit a resume, cover letter and portfolio samples that showcase your abilities.