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AC3 COMMUNICATION SPECIALIST

CONTRATO PROPUESTA
 ARECIBO, PR, PR

Today
 Requisition ID: 1697

AC3 COMMUNICATION SPECIALIST

The Communications Specialist is responsible for developing and implementing comprehensive communication strategies for the Arecibo Center for Culturally Relevant and Inclusive Science Education, Computational Skills, and Community Engagement, better known as AC3. It is a new multi-institutional center funded by the National Science Foundation (NSF). The Communications Specialist will effectively convey AC3's offering and messages in culturally responsive and accessible fashion, enhance its brand reputation, and engage with various stakeholders to achieve the goals of the project. The Communications Specialist will leverage a standing collaboration between Sagrado Corazón and CienciaPR - a nonprofit organization that promotes science education and careers in PR, with members in PR and outside the island. This role requires a strategic thinker with exceptional written and verbal communication skills (English and Spanish), a deep understanding of various communication channels, and the ability to manage a team and collaborate across departments and institutions. This asset will be supervised by Sagrado Corazón.

LOCATION

Arecibo Puerto Rico

MAIN RESPONSIBILITIES

- **Strategy Development:** Craft and execute communication plans aligned with organizational goals and values, ensuring consistent messaging across all platforms, reaching audiences in PR and international community.
- **Brand Management:** Oversee the maintenance and enhancement of the organization's brand image through compelling, culturally responsive storytelling and consistent visual identity.
- **Stakeholder relations:** Cultivate and manage relationships with stakeholders to secure collaborations and opportunities. Reach students, educators, scientists and other potential participants through media collaborations, social media posting, and other public engagement strategies.
- **Media and public Relations:** Plan and execute press releases, press conferences, and events to promote the organization's initiatives and milestones, as well as collaborate with stakeholders or clients. Cultivate and manage relationships with journalists, editors, and media outlets to secure positive media coverage and handle crisis communication effectively.
- **Internal Communication:** Develop strategies to foster transparent and effective communication within the organization and with collaboration partners, keeping

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employees and collaborators informed and engaged.

- Digital and Social Media: Oversee the organization's online presence, creating and curating accessible, inclusive, and culturally relevant content for various digital platforms to engage and grow the audience.
- Analytics and Reporting: Monitor and analyze the effectiveness of communication campaigns, using data-driven insights to refine strategies and demonstrate the impact of communication efforts.

CANDIDATE PROFILE

- Bachelor's or Master's degree in Communications, Public Relations, Journalism, Marketing, or related field.
- Proven experience in developing and executing successful communication strategies.
- Excellent written and verbal communication skills in English and Spanish, with the ability to craft compelling and clear messages for diverse audiences.
- Proficiency in digital marketing, social media platforms, and content management systems.
- Strong interpersonal skills, with the ability to build and maintain relationships with media, stakeholders, and team members.
- Crisis management experience and the ability to handle sensitive issues calmly and effectively.
- Analytical mindset with the ability to measure and report on the impact of communication efforts.
- Creative thinking and an innovative approach to problem-solving.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Motivated self-starter with an ability to work closely with others.
- Experience working with scientific communication projects and proficiency with inclusive communication strategies is preferred.
- The position will be based in Arecibo with availability to travel (domestic and international). Candidate will report to work in-person at the Arecibo Observatory site during normal working hours. By agreement, some tasks may be completed remotely.
- The project welcomes and encourages qualified persons with disabilities to apply.

To apply for this position, please submit your resume, on or before **April 15, 2023**.

Equal Opportunity – Affirmative Action Employer – Minority / Female / Disability / Veteran / Gender Identity / Sexual Orientation

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