



Iowa Association of Business and Industry

CAREER OPPORTUNITY: Communications Coordinator

Application Deadline: July 31, 2017

Please send cover letter and resume to Mike Ralston, President, ABI, 400 East Court Ave., Suite 100, Des Moines, IA or email to mralston@iowaabi.org.

Position Summary

ABI's Communications Coordinator is responsible for spearheading strategic initiatives and the planning, coordination and management of ABI's marketing, public relations and strategic communications efforts. This role works closely with all facets of the association to help promote ABI's public policy, membership and foundation initiatives and events. The Communications Coordinator will work with external and internal constituencies to promote ABI, its members and Iowa's business community.

Organization Overview

The Iowa Association of Business and Industry (ABI) has been the voice of Iowa business since 1903. Its mission is to provide a strong, unified voice to business and industry on issues affecting Iowa employers. ABI is comprised of 1,500 member companies of all types and sizes in all 99 counties employing more than 330,000 Iowans. ABI's mission is to nurture a favorable business, economic, governmental and social climate within the state of Iowa so our citizens can have the opportunity to enjoy the highest quality of life.

Duties and Responsibilities

- Plan, organize and direct overall communications strategies and marketing activities for the organization.
- Manage, plan and implement a proactive communication program to enhance the reputation and visibility of the association throughout Iowa.
- Oversee internal and external communications and presentations in close relation with fellow ABI staff and committees.
- Oversee the content for ABI's digital communications, including the website, social media, all content marketing, custom publications and newsletters.
- Foster and maintain positive relationships with Iowa media.
- Develop content for and produce ABI's monthly and weekly publications.



Knowledge, Skills and Abilities

- A passion for ABI's mission and helping Iowa businesses and employees thrive.
- Energetic, flexible and collaborative team member, with the ability to help develop projects and spearhead their implementation.
- Proactive with the ability to manage workflow and prioritize responsibilities.
- Outstanding written and verbal communication skills.
- Superior interpersonal skills; ability to interact with people in a friendly, professional manner.
- Proficiency with Microsoft Office products, including Word, Excel, Outlook and PowerPoint; experience using Adobe Creative Suite a plus.
- Experience in digital communications, including managing social media platforms and websites.

Education and Previous Experience

- Bachelor's degree in journalism, communications, public relations or marketing preferred.
- Three to five years experience in communications, public relations, journalism and/or related fields.
- Experience working in public policy or government relations a plus.