



LAKE COUNTY GOVERNMENT CENTER
2293 NORTH MAIN STREET
CROWN POINT, IN 46307
(Internal / External)

Department: Purdue Extension – Lake County

**Location: Purdue Extension – Lake County
2291 North Main Street
Crown Point, IN 46307**

Position: Administrative Assistant –Communications & Marketing

Classification: (Full-Time)

FLSA: Non-Exempt

Reports to: County Extension Director/Office Manager

Salary: \$31,200.00

ESSENTIAL DUTIES/RESPONSIBILITIES:

- Support communication with current program participants and stakeholders as well as new audiences. Raise awareness of programming and promote local and state opportunities.
- Write/edit a variety of different content, including but not limited to newsletters, website copy, event flyers, reports, program handbooks, and press releases.
- Develop and manage social media content.
- Work with Extension Educators in planning and implementing communications strategies with a focus on storytelling to build engagement. Monitor analytics and report regularly on communications activity and impact.
- As needed, provide support and develop materials, graphics, videos, presentations, etc. to support the work of Extension Educators.
- Share general office responsibilities as part of Extension support staff, including but not limited to answering phones and assisting with general inquiries and program registrations.
- Provide courteous, helpful customer service. Represent Purdue Extension in professional and positive manner.
- Be familiar with and adhere to copyright regulations, branding guidelines, photo release policies, etc. Ensure all content includes inclusive language, is created in an accessible format, and is equitably distributed to diverse communities.
- Participate in relevant training opportunities and utilize Purdue Extension resources to improve skills and knowledge.
- Work will primarily be done at the Extension Office during office hours (8:30 am-4:30 pm). Occasional assignments may take place outside of those hours or involve travel within Lake

County or to other Purdue Extension locations. Mileage for approved travel will be reimbursed.

- Perform other reasonable duties as assigned by Extension Educators.

QUALIFICATIONS/EDUCATION REQUIREMENTS:

- Must be at least 18 years of age with a minimum high school diploma or equivalent.
- Excellent written communication skills and attention to detail. Thorough knowledge of English grammar, spelling, and punctuation and ability to compose and edit documents.
- Working knowledge of Microsoft Office Suite. Capable of creating visually compelling content using graphic design tools, video editing software, and social media applications.
- Ability to operate basic office equipment (computer, calculator, phone, printer, copy machine, etc.).
- Ability to plan tasks and manage time effectively.
- Ability to work both independently and as part of a team.
- Strong customer service and telephone etiquette skills.
- High degree of professionalism and confidentiality.
- Ability to coordinate with multiple Extension Educators about specific needs and deadlines.
- Ability to communicate and work effectively with diverse audiences. Working knowledge of Spanish is helpful but not required.
- Punctuality and dependability.
- Willingness to assist in areas outside of regular job duties, including temporary transfer of position and assignments.

OTHER DUTIES:

Perform all other duties as assigned.

PHYSICAL REQUIREMENTS OF THE POSITION:

Must be physically capable of lifting to 30 lbs. Position requires full use of arms, hands, and legs and tolerate continuous periods of repetitive motion activity. The job requires the ability to bend, walk, and reach overhead. Position requires sitting for extended periods.

RESPONSIBILITY FOR SAFEGUARDING ASSETS:

Make sure that supplies are maintained and office spaces are safeguarded.

RESPONSIBILITY FOR RESULTS:

Work should be done on a consistent basis to the satisfaction of management.

SPECIFIC SKILLS INCLUDE:

Work cohesively with peers, supervisors, staff, and the general public.

All Resumes and applications must be sent to the Lake County Human Resources Department

**Attn: Human Resources
2293 North Main Street
Crown Point, IN 46307**

Applications are located on the 3rd floor of Government Center in Human Resources