



Job Description

Job Title: Communications Coordinator
Working Title: Communications Coordinator
Reports to Title: Operations Manager
Date: April 2021
Work Location: Onsite

FLSA Status: Non-Exempt
Department: Administration
Class: Administration
Wage Range: \$18.50-\$22.50

SUMMARY

The Communications Coordinator develops and coordinates communications, public relations for the organization to ensure strategic and effective messages are presented to the public and to support and promote fundraising activities and events as well as donor development initiatives.

This position combines expertise and knowledge of print and electronic communications for fundraising, social media outreach, media relations and marketing, with an emphasis on writing, content development and design.

This position will work closely with the development team in providing ongoing, effective, targeted, and consistent information to promote the mission of the agency.

ESSENTIAL FUNCTIONS AND DUTIES

Print collateral – copywriting, editing and design

- Manages project timelines from conception to publication
- Compiles stories, collects images, writes and edits copy for print collateral
- Coordinates project details among team, leadership and outside vendors
- Manages and produces all electronic marketing, communications, image library
- Develop and design quarterly newsletter working with the Hand in Hand staff for newsworthy content
- Ensure that consistent messaging of all programs in print and online venues
- Support/incorporate the organization's Mission, Vision and Values

Branding and marketing

- Manages agency-wide branding guidelines and style guide
- Creates a consistent visual for all electronic and hard-copy communications
- Works as part of the event team to develop event communications, promoting the event and photography
- Supports the marketing needs of the organization
- Develop marketing strategies and plans for program specific events

Website and social media

- Manage Hand in Hand's social media including Facebook, LinkedIn, Twitter, Instagram, YouTube, and others as needed



- Manages social database, mass emails, and associated mailing lists via Constant Contact
- Writes content for the website and updates as necessary
- Manages the social media calendar and crafts content for social media
- Creates content for fundraisers and events on social media accounts
- Manages all social media-based events
- Point of contact as required for external supporters in target donation campaigns of either goods and services or “themed” events with proceeds benefiting the organization.
- Point of contact for external donors of goods and/or services and ensure proper recognition

EDUCATION AND EXPERIENCE

- Bachelor's degree in communication or public relations or 2 years of experience
- 2 years' experience in non-profit communications or marketing (preferred)
- Advanced experience with Microsoft Office Suite; Word Press or similar software; Adobe Suite - Photoshop, Illustrator, InDesign.
- Working knowledge of social media

KNOWLEDGE, SKILLS, AND ABILITIES

- Ability to work well independently and as part of a team
- Exceptional writing and editing skills, including the ability to write for a variety of audiences and communications mediums
- Excellent organizational skills, able to multi-task and set priorities, comfortable with asking for help or reconsideration of priority
- Experience working with a website content management system
- Experience using social media, including Facebook, Twitter, Instagram, YouTube etc
- Extremely detail oriented and comfortable developing and/or working with project plans/timelines
- Flexible and able to work effectively under pressure and deadlines
- Creative and resourceful

PHYSICAL DEMANDS

To successfully perform the essential duties of this position, an individual must be able to sit at a desk for four or more hours a day, and use office equipment, including phones and computer keyboards, for four or more hours per day. Individuals must be able to engage clients over the phone and in-person by voice. Light physical effort may be required.

While some absences may be protected by federal, state and/or local laws, regular attendance is an essential function of the job. Reasonable accommodations may be made to assist individuals with disabilities to perform essential job functions.

LIMITATIONS AND DISCLAIMER

The above job description is meant to describe the general nature and level of work performed; it is not intended as an exhaustive list of all duties, responsibilities and required skills for the position. Employees will be required to follow any other job-related instructions and to perform other duties requested by their supervisor in compliance with Federal and State laws.



Requirements are representative of minimum levels of knowledge, skills and/or abilities necessary to perform each duty proficiently. Continued employment remains on an “at-will” basis.

ACKNOWLEDGMENT

The above job description has been reviewed with me. I understand my duties and responsibilities. I also understand that duties and responsibilities may change in order to meet the needs of the organization.

Employee Signature

Date