

TITLE: Communications Coordinator

PROGRAM: Development

PRIMARY FUNCTIONS/PURPOSE

Coordinate the delivery of The Children's Shelter message to stakeholders to position the agency for greater fundraising and referral success.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Overall Expectations

- Assist in developing and implement a comprehensive marketing plan, which integrates The Children's Shelter strategic plan
- Coordinate branding consistency across agency programs with a unified message and consistent graphic standard
- Coordinate, design and produce appropriate collateral materials, power points, talking points for agency events and projects
- Review and update marketing and communications materials (brochures, one-pagers, power points, etc.) annually or as changes are necessary
- Monitor press coverage and social media engagement monthly, calculating the amount and type of in-kind dollars accumulated by the 5th day of each month
- Coordinate and conduct an annual communications survey and enter updates into Raiser's Edge database.
- Coordinate, enter media contacts in and utilize Raiser's Edge Communications tab
- Attend The Children's Shelter events
- Develop and complete a professional development plan to include association memberships, webinars, and conferences
- Coordinate, research and implementation of new technologies to ensure TCS has effective public relations and communications abilities across platforms
- Provide accurate and necessary budget amounts to execute Marketing Plan and then adhere to approved budget
- Adhere to and revise Development Department Operations Manual as needed to relevant best practices pertinent to the Communications Coordinator position
- Responsible for own personal safety, safety of co-workers, and others who enter your work area
- All other duties as may be needed by the agency

Public Relations

- Coordinate, build and grow media relationships
- Liaise with members of the Development Team and agency program representatives to ensure accurate, timely and quality messages and
- Conduct tours and complete public speaking engagements for United Way and other community entities as requested
- Develop public relations opportunities to accomplish marketing plan objectives and increase program referrals and recognition

- Coordinate, research, write and submit award opportunities for programs and staff across the agency

Communications

- Coordinate, design and produce, and distribute a bi-yearly external newsletter
- Design, produce, and distribute a monthly internal newsletter with provided content
- Coordinate Annual Report production by November 1st of each year
- Act as point person for media inquiries and identify media opportunities for agency leadership staff as outlined in Marketing Plan
- Write and distribute media advisories, press releases and PSAs
- Coordinate press events including town hall meetings, press conferences
- Coordinate Constant Contact email content and distribution, ensuring our compliance with Constant Contact nonprofit email standards
- Coordinate website postings of job descriptions, board reports and other content accurately and in a timely manner
- Assist in developing and then execute a social media strategy (Facebook, Twitter, Blogs) to accomplish Marketing Plan objectives and strategies
- Assist in developing and coordinate the production of all videos, commercials, scripts

REQUIREMENTS

- Bachelor's degree in business, marketing, communications, public relations or related field or in lieu of degree a minimum of six years experience in similar field
- Genuine interest and passion for nonprofit organizations
- Demonstrated knowledge and success of social media and graphic design platforms and tools
- Proficiency in Windows, Microsoft Office (Word, Outlook, Publisher, PowerPoint, Excel); Raiser's Edge experience preferred
- Highly organized, detail-oriented, strategic and creative thinker
- Self starter with the ability to develop timelines and meet deadlines
- Ability to engage and communicate effectively, in written and oral presentations, with persons from diverse cultures and communities, as well as from different groups, including children, their parents, agency colleagues, support staff, supervisors and administrators
- Experience with media relations and content management of website(s)
- Extraordinary written and verbal communications skills
- Valid driver's license and liability auto insurance.

DESCRIPTION OF WORKING ENVIRONMENT

The working environment is indoors. Events, projects and workload may dictate work hours in excess of 40 hours per week.

DESCRIPTION OF ORGANIZATIONAL RELATIONSHIP\REPORTING RELATIONSHIPS

Supervisor: Director, Grants and Communications

Supervises: N/A

Employee: Print Name

Signature

Date

Supervisor: Print Name

Signature

Date