



**Job Title -** *Communications Coordinator*  
**Reports to -** *Executive Director*  
**Classifications -** *Full-Time Salary Non-Exempt*

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### **Job Purpose**

The Communications Coordinator supports the planning, creation, and execution of internal and external communications to promote the organization's mission, programs, and brand. This role helps manage digital channels, produces content, and ensures consistent, professional messaging across all platforms. This position requires someone who is dynamic and results-driven to support our marketing efforts and drive brand awareness, customer engagement, and revenue growth.

### **Key Responsibilities**

#### Content Creation and Editorial

- Draft, edit, and proofread content for newsletters, email campaigns, website, social media, and print materials
- Assist in developing communication materials such as press releases, fact sheets, flyers, presentations, and annual reports
- Maintain a production calendar on Monday.com to ensure regular and timely communications

#### Digital & Social Media

- Update and maintain the organization's website
- Manage social media accounts, including posting, monitoring, and basic analytics
- Track digital engagement metrics and provide regular reports and recommendations for improvements

#### Media & Public Relations

- Conduct interviews and photo opportunities
- Monitor media coverage and maintain an archive of press mentions

#### Collaboration

- Work closely with other departments to ensure customer service is aligned
- Participate in community organizations to gain knowledge about their efforts that are successful

#### Administrative & Project Support

- Maintain organized files with photos, logos, templates, brand guides, and mailing lists
- Prepare regular reports on marketing performance, insights, and recommendations to the Executive Director
- Stay updated on industry trends and best practices to continuously improve our marketing strategies

### **Qualifications**

- Bachelor's degree in Communications, Marketing, Public Relations, Business Administration, or related field
  - 1-3 years of experience in communications, marketing, or related field
  - Strong understanding of digital marketing tools, techniques, and basic analytics tools
  - Excellent writing, editing, proofreading skills with attention to detail and tone
  - Basic design skills and familiarity with tools like Canva, Adobe Creative Cloud, and WordPress
  - Creative thinker with strong problem-solving abilities and attention to detail
  - Ability to lift, push, and pull up to 75 pounds
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