



**Position Title:** Communications Coordinator  
**Exempt/Non-Exempt:** FT Exempt  
**Title this Position Reports to:** Director of Development and Communications

### **Job Summary:**

The Communications Coordinator is responsible for developing and implementing effective communications and engagement efforts that support and advance the mission of Dee Norton Child Advocacy Center. Overseeing an integrated program that includes print publications, social media, and online communication, the Communications Coordinator ensures that communications reflect the brand in a consistent, relevant manner. He/she will actively engage in working with donor stewardship and retention. As a member of the Development and Communications team, the coordinator will represent the agency and be able to articulate and demonstrate its mission and values.

### **Job Details:**

#### **Communications**

- Develop and implement a strategic communications plan using website, social media and community outreach to engage current supporters and develop new relationships.
- Develop and share appropriate and relevant content for social media platforms including Facebook, Instagram and Twitter.
- Maintain website by posting timely information, creating online events, and keeping media library current.
- Create and manage direct mail campaigns including year-end annual fund solicitation and other direct mail campaigns.
- Prepare and distribute annual report and quarterly e-newsletters blasts.
- Create and manage an annual April public awareness campaign held annually.
- Execute a Communications plan for each fundraising event in collaboration with the Development Coordinator.
- Act as liaison with media relations firm.

#### **Engagement:**

- Manage requests from the community regarding speakers, "work day" projects and public awareness events.
- Conduct tours of the Dee Norton facility as necessary.
- Represent Dee Norton at community functions, speaking when requested.
- Identify award opportunities and submit award nominations in collaboration with the Director of Development and Communications.
- Handle volunteer requests and route accordingly

#### **Other Responsibilities**

- Adhere to Dee Norton's Vision, Mission and Core Values.
- Maintain a working knowledge of the Center's programs and services.
- Attend appropriate training workshops and conferences.
- Ensure direct supervisor and/or the Executive Director (ED) is knowledgeable about any issues that impact the safety and management of Dee Norton.

- Attend departmental and organizational meetings.
- Meet any other needs as identified by the ED and/or Leadership Team.
- Abide by federal and state confidentiality and privacy requirements, as well as all Dee Norton Policies and Procedures.
- Adhere to best practices as outlined by the Association of Fundraising Professionals.

#### **Requirements:**

##### **Education and Experience**

- Bachelor's degree in Communications, Communications, public relations, or a related field required.
- At least two years' experience in fundraising, communications, and/or marketing.

##### **Knowledge, Skills and Abilities (KSAs)**

- Excellent written and verbal communication skills.
- Ability to organize resources and establish priorities. .
- Ability to handle professionally highly confidential information
- Knowledge of principles and practices of fundraising.
- Knowledge of principles, tools and techniques for marketing, public relations and social media.
- Computer literacy and proficiency in MicroSoft Office (Word, Excel PowerPoint, Outlook); desktop publishing (i.e Adobe Creative Suite) and proficiency Word Press web management.
- Ability to take initiative and manage multiple responsibilities with changing priorities and meet deadlines.
- Ability to work well in multicultural teams and with diverse constituencies.

##### **Core Values Alignment**

- Ability to work as a team member collaboratively with both internal and external partners.
- Commitment to excellence with exceptional attention to detail and accuracy.
- Demonstrated ability to establish and promote positive professional relationships, and actively contribute to creating a highly cooperative work environment.
- Desire to continually improve, seek learning opportunities and increase individual and organizational capacity.

#### **Physical Requirements:**

In this position an employee is frequently required to stand, walk, sit and reach with hands and arms. The employee must occasionally lift and/or move up to 15 lbs. Must be able to work on a computer and/or telephone for extended periods of time.

#### **Employee Conduct:**

It is the responsibility of every employee at Dee Norton to contribute to a positive work environment through: teamwork, positive, honest and effective communication, and professional interactions with co-workers, volunteers, clients and community partners.