

COMMUNITY IMPACT - COORDINATOR

GENERAL PURPOSE OF THE POSITION:

Support effective communications and messaging to promote RUW activities, events, initiatives and impact. Work closely with the both the Resource Development and Community Impact teams to ensure brand stewardship, and create and distribute a wide variety of printed and online content to effectively communicate to multiple constituencies (staff, volunteers, donors, funders, and partners).

FLSA STATUS: NON-EXEMPT

REPORTS TO: VICE PRESIDENT, COMMUNITY IMPACT

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- 15% Coordinate and deliver full calendar of RUW communications – Ask, Thank, Inform
- 15% Coordinate and promote full calendar of RUW engagement – Give, Advocate, Volunteer
- 15% Coordinate and deliver full calendar of Impact messaging – Education, Financial Stability, Healthy Living
- 10% Coordinate and produce (as needed) all RUW communication hard copy materials
- 10% Coordinate and produce (as needed) all RUW electronic copy - RUW websites and social media content
- 10% Coordinate relationships and effectively liaise with external marketing and graphic design contractors
- 10% Coordinate internal and external communications relating to RUW mission, strategies and outcomes
- 10% Ensure accuracy in proofreading, proof approval and project bid process management.
- 5% Coordinate and maintain consistent corporate image and branding in all communications
- 3% Participate in budget development and support budget management for communication expenses
- 2% Provide project support to Community Impact and Resource Development teams as needed

QUALIFICATION/REQUIREMENT:

- Technical and functional expertise in effective and engaging communication – hard and electronic copy
- Technical and functional expertise in creating brand experiences for diverse constituents
- Technical and functional expertise in graphic design (preferred)
- Technical and functional expertise in brand stewardship
- Ability to work on multiple projects to meet deadlines
- Excellent customer service skills
- Experience working with nonprofits
- Experience working with external contractors
- Ability to work with little supervision
- Proficient with Microsoft Office, graphic design and web based applications
- Must have the use of a reliable vehicle for transportation to outside meetings

EDUCATIONAL PREREQUISITES:

- Bachelor's degree in communications, journalism, public relations, English or marketing or related field

SKILL AND EXPERIENCE PREREQUISITES:

- Minimum 2 years' experience in communications, journalism, public relations, English or marketing or related field

PHYSICAL AND MENTAL DEMANDS:

Requires sitting for long periods of time at a computer and keyboarding for up to 7 hours a day. Requires the ability to multi-task between program duties and various community locations throughout PD16. Typically lifts program files, computer equipment and storage boxes up to 25 lbs.

PROFESSIONAL EXPECTATIONS:

- Maintain confidentiality of agency, donor and volunteer information
- Works as collaboratively as a team member with staff and volunteers
- Complies fully with corporation's Code of Ethics
- Completes all assigned responsibilities in a timely manner

The statements made herein are intended to describe the nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

EMPLOYEE SIGNATURE

DATE