

JOB DESCRIPTION

COMMUNICATIONS AND OUTREACH COORDINATOR

NON-EXEMPT

The Communications and Outreach Coordinator is responsible for assisting the Executive Director, Board of Directors, and OCCAC staff with communications and outreach activities to promote agency programs and goals within the community and maintain brand standards in support of the agency's mission.

The Communications and Outreach Coordinator is supervised by the Executive Director and works across the agency with other staff, clients, media outlets, volunteers, community members, and other stakeholder groups to maintain an effective public information and outreach program for the agency. Furthermore, the coordinator supports volunteer and fund development needs for the agency and its programs.

DUTIES AND RESPONSIBILITIES

I. Communications and Outreach

- Creates an annual communications and outreach plan that supports the mission and goals of the agency.
- Develops plan to recruit, train, and utilize volunteers.
- Attends relevant community meetings; participate in relevant councils and committees.
- Schedules outreach presentations in the community and communicates with staff regarding coverage and responsibilities.
- Develops outreach materials and packets.
- Maintains relationships with collaborative partners and cultivate new ones.
- Assists in the coordination of special events including holiday baskets/gifts; donor/partner/volunteer appreciation activities.
- Create an agency Brand Style Guide and help support staff in adhering to the guidelines.
- Write/edit a variety of materials including news releases, brochures, flyers, posters, blogs, newsletters, and more.
- Research media buys to plan for and place advertising with local print and broadcast media.
- Research and recommend online advertising when needed to support public program awareness and program enrollment and success.
- Manages and develops content for the agency's online front door through the website (WordPress); ensuring accuracy and timeliness of information provided, using customer-centered design concepts with attention to accessibility.
- Manages and develops the agency's social media presence, working with staff to develop editorial calendars for content, and building the agency brand and outreach online.
- Develops and implements ongoing stakeholder and client surveys.
- Serve as agency spokesperson in lieu of Executive Director when needed and appropriate

II. Fundraising

- Supports the ED and Board of Directors in creating a diversified annual fundraising plan that is in alignment with the agency's strategic plan
- Conducts activities related to establishing and managing annual giving campaigns, event planning, and fundraising activities.
- Supports special events with outreach and PR coordination.

- Supports the Executive Director in a program for the cultivation, solicitation, and stewardship of individual donors, businesses, and foundations.
- Supports timely and appropriate donor management and acknowledgement system.
- Maintains accurate records and provides regular reports on goals in the fundraising plan.

III. Other Duties

- Assist the Leadership Team with fundraising, grant research and writing as needed.

REQUIRED QUALIFICATIONS AND SKILLS

- Bachelor's degree preferred in communications, journalism, public affairs, or related field.
- 3-5 years of experience with non-profit fundraising and/or public relations
- Excellent written and presentation communication skills
- High level attention to detail and organization skills
- Ability to manage multiple projects
- Outgoing and engaging personality with confidence to interact face to face with individual and corporate donors
- Experience preparing reports for funding sources
- Experience with managing social media platforms for an agency, including but not limited to Facebook, Instagram, Twitter, and other social platforms.
- Experience managing an agency website (WordPress) including introducing and maintaining e-commerce for online donations.
- Experience with Adobe Suite including InDesign for graphic design support and understanding of basic design concepts and tools.
- Ability to use Survey Monkey and/or Microsoft Forms.
- Ability to prepare and present oral and written reports on development and outreach activities, to track and assess progress and address program deficiencies as they occur

QUALIFICATIONS

- Ability to work on and to lead a Team
- Strong organizational skills
- Experience/skill in program management, planning and evaluation
- Excellent communication skills (verbal, written and presentations), interpersonal skills and problem-solving abilities
- Identify community improvement projects and plan and execute projects for successful completion
- Familiarity with rural Community Action-type agencies
- Experience administering and managing the operation of state and federal grants, contracts and budgets
- Excellent skills in word processing, data entry and Excel spreadsheets
- Ability to develop systems
- Expertise with computer, phone and office equipment systems
- Willingness & ability to travel on agency business
- Valid Washington Auto Insurance coverage
- Valid Washington State driver's license with acceptable driving record
- Creative and solution driven
- Ability to work independently, prioritize work and manage multiple priorities on deadline

- Ability to develop and maintain effective working relationships with public and private entities in order to maximize affiliate strategic goals and plans
- Excellent project management skills and the ability to think strategically and programmatically
- Proficient in Microsoft Office and on top of social media trend

PHYSICAL DEMANDS ON THE JOB

While performing the duties of this job, the employee is constantly required to sit, talk, see, and hear. The employee is constantly required to stand, walk, or use hands to finger, handle, or feel objects, tools, standard keyboards and office equipment or controls and reach with hands and arms. The employee will occasionally need to lift and/or move objects up to 50 pounds and seldom lift and/or move objects up to 50 pounds above their head. Noises in the work environment are usually moderate.

