



Position: Communications Coordinator

Reports to: Communications Director

Education: Bachelor's Degree

Relevant Work Experience: 2-5 years

Status and Schedule: Full-Time, Exempt, In-Person

Compensation: Competitive and negotiable, based on experience. Benefits include health, dental and vision insurance, 403b with agency match, as well as paid time off.

How to apply: Submit letter of interest, resume, and 3 references to careers@rmhc-ctx.org.

Overview: The Communications Coordinator is a full-time, salaried position that supports the Communications Director in shaping and maintaining the RMHC CTX brand and accomplishing all strategic marketing objectives. The ideal candidate is a marketing jack or jill-of-all-trades, responsible for coordinating and implementing key elements of the RMHC CTX Communications Strategy like social media content creation, website content updates, and email layout and design, under the direction of the Communications Director. The Communications Coordinator is also responsible for tracking KPIs and optimizing content performance across the RMHC CTX owned channels. This role requires a keen attention to detail, strong organizational skills, and an interest in and passion for the RMHC CTX mission.

Essential Functions:

- Assists in the creation of design elements for all promotion and collateral including program-based materials, electronic and print event materials, and general brand assets.
- Serves as primary contact for social media agency and manages social media strategy and content creation, ensuring messaging is pertinent, accurate and compelling; Responsible for analyzing and reporting data from each channel.
- Maintains website including updating content, images, and forms, all in line with digital brand standards.
- Helps to compile metrics to assess the performance of communications initiatives and campaigns, including website data from Google Analytics.
- Design templates and layouts for e-newsletters, campaign-related emails, and other emails within the email marketing platform.
- Work collaboratively with RMHC CTX staff to identify family story content (including interviewing families) to be used to promote RMHC CTX services and programs.
- Consciously create a workplace culture that is consistent with that of RMHC CTX and that emphasizes its identified mission, vision, guiding principles, and values of RMHC CTX.

Requirements:

- A Bachelor's degree in communications, advertising, media studies, graphic design, public relations, marketing, or a related field.
- 2-5 years of related work experience.

- Excellent written, verbal, and interpersonal communication skills.
- Demonstrated ability to write and edit clear, engaging, and grammatically correct content for diverse audiences.
- Interest in and aptitude for working on all facets of communications, including writing projects, digital content, and graphics.
- Excellent project management skills, including strong attention to detail and processes.
- Demonstrated problem-solving and decision-making skills with the ability to work in a flexible, team-oriented environment.
- Experience with Adobe Creative Suite (InDesign, Illustrator, Acrobat Pro) is a plus, but proficiency with Canva is also acceptable. .
- Familiarity with CMS platforms; proficiency in WordPress preferred. Preference given to individuals with SEO knowledge and experience.
- Knowledge of email design best practices. Experience with email design within email platforms a plus.
- Knowledge of social media best practices and experience with social media platforms, including Facebook, Instagram, Twitter, and YouTube. Experience managing social networks through Sprout Social a plus.
- Some travel required. Rare night and weekend work required for events.
- Must maintain discretion with regard to confidentiality and privacy.

Position description is for informational purposes and is not an exhaustive list of all responsibilities. Additional duties that are consistent with the responsibility level of this position may be assigned.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.
- Ability to work occasional evenings and weekends as needed.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel. More in-depth information can be found in SOP's, working guidelines, policies, etc.

Equal Opportunity Employment Statement: RMHC is committed to equal employment opportunity both in principle and in fact. All employment decisions including, without limitation, decisions regarding recruitment, selection, hiring, compensation, benefits, training, advancement, discipline, termination, layoff, return from layoff, and other terms, conditions and privileges of employment, are based on individual qualifications, without regard to race, color, religion, national origin, sex, age, disability, sexual orientation, marital status or any other status not listed here protected by law. In addition, RMHC will provide reasonable accommodations for qualified individuals with disabilities.