COMMUNICATIONS CONTENT COORDINATOR

REPORTS TO: Chief Communications Officer

CLASSIFICATION: Exempt

STATUS: Full-Time

LOCATION: Columbia

I. Position Summary

The communications content coordinator will play a critical role in the development and execution of marketing content, key messages, news and information that promotes and advances the organization. The coordinator will use strategies and tactics in public relations, marketing communications, social media, publications and media relations, working concurrently with the organization’s programs and initiatives to further awareness, advocacy and fundraising.

The coordinator will report to the chief communications officer.

II. Duties and Responsibilities

Develop with chief communication officer a comprehensive content marketing plan and execute publishing schedule, working with subject matter experts and other communications team members.

Write content for press releases, websites, blogs, social media, articles, talking points, speeches, emails, fact sheets, briefing papers, testimony, newsletters and more as needed.

Collect and tell the prevention stories of the work of Children’s Trust using text, still photos and video.

Work closely with the art director to ensure content production has graphic support necessary to uphold the brand and to be effective messaging.

Solicit content from trusted third-party sources to share and/or repurpose on digital platforms, including the Children’s Trust blog.

Develop and follow processes and systems to support the timely distribution of content; contribute and work to the editorial calendar for content distribution across traditional, digital and social platforms.

Monitor news channels for content to share on digital platforms (including website...
and social media.)

Gather information, write and coordinate the distribution of information and releases to the news media; identify and pitch story opportunities for favorable media coverage and arrange interviews between the news media and staff, the board and/or partners..

Help maintain an accurate news media database.

Provide timely contributions to regular communications reports including strategic analytic reports.

Edit and produce digital newsletters for target audiences, including policy and general news audiences.

Proof and edit materials produced by team members and subject matter experts.

Ensure photography and/or videography is taken of organizational activities and events for distribution across media platforms.

Attend meetings, trainings, conferences, workshops, etc., as appropriate to enhance job knowledge and skills and to build relationships with partners.

Use software systems, including but not limited to Trello, NetCommunity/Spark, to plan, execute and report on work progress and products.

Work effectively with and support fellow team members within the organization; supervise intern(s) as assigned by the department head.

Attend and lead agency-wide content meetings to gather appropriate input from subject matter experts.

Serve as a project manager and/or traffic coordinator for specific initiatives as assigned.

III. Qualifications

Have a bachelor’s degree in journalism, public relations, English, marketing, education or other relevant field and at least three years of professional communications experience, or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities.

Ability to tell inspiring stories using a wide variety of print, digital and visual platforms that accurately reflect the effectiveness of Children’s Trust programs.

Knowledge of grammar, composition, and style; solid news writing and video storytelling ability.
Ability to analyze digital metrics and make adjustments for continual quality improvement

Work independently, set priorities, and perform multiple tasks.

Exhibit excellent communication and interpersonal skills; interact with internal and external contacts with diplomacy, tact, professionalism and discretion.

Problem-solve and act effectively and efficiently under pressure.

Follow through with all projects and assignments and meet scheduled timelines and deadlines.

Work well in team environment being candid, cooperative, assertive and persuasive as necessary.

Manage light to moderate carrying and lifting of items

The forgoing statements describes the general purpose and responsibilities to this job and are not an all inclusive list of all responsibilities and duties that may be assigned or skills that may be required.

**Position: Communications Content Coordinator**

**Approved by:**
Chief Executive Officer: __________________________ Date: __________________________

Employee’s Signature: __________________________ Date: __________________________

Signature indicates verification of receipt of job description. The job description supersedes and rescinds all previous job descriptions