



# Communications Coordinator

## **POSITION SUMMARY:**

Under supervision of the executive director, the part-time Communications Coordinator is responsible for creating a variety of relevant and engaging content for Family Ties' social media channels, marketing materials, and website, as well as developing consistent and focused messaging to advance the mission of the organization. This position has the potential to become full-time.

Part-time (10-15 hours per week), some nights and weekends may be required.

Hourly position, \$28 - \$35 depending on experience.

## **RESPONSIBILITIES INCLUDE:**

- Plan and implement a robust communications strategy by creating and maintaining a content calendar and implementing consistent and focused messaging.
- Monitor analytics and create reports detailing the successes and failures of communications campaigns and strategies.
- Write a variety of different content to support communications and marketing efforts, including newsletters, website copy, brochures, press releases, and graphics (using Canva) while ensuring that all promotional materials are aligned with the organization's brand identity.
- Manage the Family Ties' social media channels by developing content, managing the day-to-day posting, monitoring the channels, and planning future content.
- Stay up to date on industry trends and make recommendations for adjustments to communications strategies and practices, as well as identify new and innovative ways to enhance and expand Family Ties' media presence.
- Conduct outreach to develop press contacts and work with media outlets to expand Family Ties' brand awareness. Act as public relations liaison by responding to media inquiries and, when appropriate, pitching Family Ties stories to journalists.
- As needed, provide copy editing and writing support to other members of the team.
- As needed and when additional hours are agreed upon by all parties, support promotional events, and coordinate meetings, press conferences, and presentations.



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## **MUST-HAVE:**

- 2+ years' experience in a communications or marketing role (**we consider internships to be experience**).
- Exceptional writing and interpersonal communication skills.
- Possess a solid understanding of effective marketing techniques.
- Proven knowledge of communications and marketing ethics and best practices.
- Capable of creating visually compelling presentations and graphics using Canva and/or PowerPoint.
- Skilled in using email marketing software such as Constant Contact or a similar program.
- Superior time management and organizational skills with the ability to meet deadlines.
- An analytical mind and ability to think critically.
- Ability to work both independently and as part of a team.
- Proficient in Microsoft Office Suite including Word, PowerPoint, and Outlook.
- Ability to work with diverse social, cultural, and economic groups; bilingual candidates encouraged.

## **WOULD BE GREAT TO HAVE:**

- Familiarity with the Westchester community that we serve.
- Experience interviewing and developing human interest stories that are compelling without jeopardizing the integrity of the subject. Ability to transform the story into a variety of content such as blogs, social media posts, and promotional materials.
- Knowledge of WordPress and/ or publishing programs like InDesign.
- Proficient public speaking abilities.
- Interest in Family Ties mission.

Please submit resumes to [HR@Famtieswest.org](mailto:HR@Famtieswest.org)

For additional information, please contact Madeline Lombardi at (914) 995-5238.