

# HOUSING RESOURCES BAINBRIDGE JOB DESCRIPTION

## Communications Strategy Coordinator

### Summary and Purpose:

The Communications Strategy Coordinator is responsible for developing and implementing communications strategies and comprehensive plans to achieve Housing Resources Bainbridge's overall strategic messaging. The role works closely with the Executive Director and the Fund Development Director to create, coordinate, and plan all communications with donors, the community, and other public officials.

**Reports to:** Executive Director

**Schedule:** 30 hours per week

**Compensation:** \$23-\$26 per hour;

**Benefits:** Health Benefits, Vacation, Sick, and Holiday Pay

### Responsibilities of this position:

- Develop and execute comprehensive communications plan for HRB to achieve specific goals within (1) overall communications and (2) capital campaign planning and messaging.
- Lead the implementation of online messaging and communications including the use of Facebook, Instagram, Twitter, and other resources to share HRB's message.
- Lead the creation and publication of the semi-annual newsletter
- Draft press releases and other public messaging documents for general operations and the capital campaign
- Ensures that all written and published products of HRB are of the highest technical standards in the areas of content, design, and impact.
- Create content for print and other marketing and promotional materials.
- Prepare and create public-facing materials to educate the public and others (elected officials) on affordable housing issues
- With ED and Fund Development Director, creates annual grant calendar.
- Coordinates all grant activity and writes most grants for program, project, and general operations funding
- Manages and updates grant tracker
- Provides or works with other staff to provide all reporting required for grants
- Writes and edits annual appeal letters, donor acknowledgement letters, and other communications.
- Leads or assists with administrative tasks as needed such as mailings, donor database management, event coordination, etc.

## **Qualifications**

- College/University degree or equivalent experience
- Fundraising management, special events planning and management, volunteer resources management.
- Knowledge of local and regional grant makers and programs, state and federal legislation affecting nonprofit giving.
- User expert in Microsoft Office, Email Marketing Tools (e.g., Constant Contact or MailChimp), and various social media platforms including, but not limited to HootSuite, Instagram, Facebook, Twitter, etc.
- Strong writing, public speaking, and interpersonal skills are required.
- Minimum 3-5 years of communications planning experience with excellent written, verbal, and presentation skills.
- Understanding of nonprofit, housing/social services sector desired, but not required.