

# WOMEN'S fund

for the fox valley region, inc.

## POSITION DESCRIPTION COMMUNICATIONS & OUTREACH COORDINATOR

<b>POSITION TITLE:</b>	Communications and Outreach Coordinator
<b>REPORTING TO:</b>	Julie Keller, Women's Fund Executive Director
<b>FLSA CLASSIFICATION:</b>	Exempt
<b>SCHEDULE:</b>	Full-time, Benefits Eligible – 40 hours per week Monday-Friday. Hours flex between 8:00 a.m. – 4:30 p.m. with flexible hours and ability to work both in the office and remotely.

### POSITION SUMMARY

The **Communications and Outreach Coordinator** will work with staff and volunteers to create and implement strategic communications and outreach opportunities that enhance existing relationships and build awareness of the Women's Fund and all aspects of our mission. This position will also be the lead staff person coordinating the annual Women's Fund Luncheon.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### Communications:

- Initiate, coordinate, write, and edit all print communications that create and build awareness about the Women's Fund, its activities and impact. This includes community impact report, newsletters, event materials, press releases, and fundraising and donor stewardship materials.
- Manage the development, distribution, and maintenance of electronic materials including electronic newsletters, fundraising appeals, event materials and videos.
- Take the stories of need and impact and tell them simply and powerfully.
- Develop and maintain an annual communications calendar.
- Regularly update and maintain the Women's Fund website to be consistent, accurate, and compelling.
- Build and maintain social media presence (Facebook, LinkedIn, and Instagram) with appropriate original and repurposed content.
- Identify and prepare materials for outreach and educational opportunities related to the activities and impact of the Women's Fund.
- Serve as staff lead to Communications Committee.

#### Media Relations:

- Develop and maintain strong working relationships with local print, radio, television, and other media partners.
- Pitch television, radio, print, and online media and secure placement.
- Draft press releases and media alerts, and coordinate interviews and other public appearances for the Women's Fund.

**Events:**

- Manage activities of the annual Women's Fund Luncheon in cooperation with other staff and volunteer committee chairs.
- Managing the activities with assistance from other staff and volunteer in the planning and execution of other events such as donor appreciation, education, and awareness events.
- Ensure event attendees are included in donor database and other communication platforms.
- Work with Development Manager on appropriate donor follow up after events.
- Serve as staff lead to Events Committee.

**General Duties and Team Support:**

- Attend committee meetings and work cooperatively with volunteers.
- Help recruit and maintain a pool of volunteers for the Women's Fund's committees and events.
- Assist with special projects and general office support as needed or requested.
- Serve as an ambassador for the Women's Fund and occasionally represent the Women's Fund at community events.
- Attendance at meetings outside our office or outside regular business hours may be required periodically.
- Assist with Board of Directors support as requested.
- Other duties may be assigned in addition to those detailed in this description.

***This job description describes the general nature and scope of responsibilities for this position. Please note other duties and responsibilities may be assigned or removed at any time.***

**EDUCATION AND/OR EXPERIENCE**

- Associate's or bachelor's degree in related field and/or 2-3 years' experience in the major responsibilities of this position.
- Exceptional writing, editing, and verbal communications skills.
- Fundraising copywriting experience a plus.
- Experience with Constant Contact, Canva, web publishing programs, and social media platforms desired.
- Experience with CRM software systems, donor databases or relational databases a plus.
- Proficient use of Office 365, including Word, Excel, Outlook, PowerPoint, and Teams, and virtual meeting platforms such as Zoom.
- Preferred experience working in a hybrid virtual/in office work environment.

**KNOWLEDGE, SKILLS, AND ABILITIES**

- Able to demonstrate teamwork, respect, integrity, stewardship, and DEIAR throughout work and interactions.
- Self-directed and able to set a personal schedule that maximizes efficiency and results.
- Highly organized and attentive to details.
- Highly motivated self-starter and goal oriented.
- Ability to work independently and collaboratively as member of a team.
- High level of professionalism, integrity, and ethics with respect for, and discretion about, confidential information.
- Ability to handle multiple tasks simultaneously and manage time effectively.
- Positive attitude, enthusiasm, and commitment to the mission of the Women's Fund.

## **WORK ENVIRONMENT AND JOB SPECIFICATIONS**

**The work environment and job specifications listed below are representative of those that must be met by an employee, with or without accommodations, to successfully perform the essential functions of this job.**

- Primarily perform work in an office environment.
- Frequently move around the office and access or use computers, office equipment, telephone, and any other pertinent supplies, space or equipment used to perform the duties of the position.
- Travel in the surrounding area for meeting, events, etc.
- Work with frequent interruption.
- Sit for long periods of time.
- Lift and/or move up to 10 pounds and occasionally lift and/or move up to 20 pounds.

***Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.***