



POSITION DESCRIPTION

Communications Coordinator

Reports to: Director of Volunteer & Community Engagement

FLSA Status: Exempt

Hours: Full Time

Salary: \$45,000

OUR MISSION

Training, empowering, and inspiring volunteer advocates to improve the lives of abused and neglected children.

OUR VISION

To provide a CASA Volunteer to every child in foster care who needs one.

OUR CORE VALUES

Diligence, Service, Inclusivity, Tenacity, Collaboration, Courage, Innovation

OUR CULTURE

We are ONE team. CASA creates a supportive, inclusive, and flexible environment where everyone feels trusted, valued, and respected.

We are DRIVEN toward progress and growth. CASA is visionary, courageous, and outcome focused. High value is placed on personal and professional development, and we embrace the process of change by learning from our mistakes and constantly evolving.

Our VOICE is independent and impactful. CASA provides critical and transformative resources, recommendations, and solutions. Empowering volunteers ensures children involved in the child welfare system have a dedicated, passionate, and powerful voice advocating for their best interest.

POSITION PURPOSE

The Communications Coordinator advances the mission of CASA for Douglas County by providing leadership for the development, implementation, and evaluation of communications and marketing, public relations, brand management, and audience development strategies. This position will monitor and execute the organization's communications and marketing plan and maintain alignment with the organization's overall strategic plan, in collaboration with the Director of Volunteer & Community Engagement.

ESSENTIAL DUTIES & RESPONSIBILITIES

Communications, Marketing, & Public Relations

- Oversee the development and provide ongoing management of CASA's online presence, including its website, email marketing, social media and digital marketing strategy to broaden CASA's audience
- Oversee the design of collateral, including direct mail, advertising, event promotion, brochures, presentations and flyers
- Create content, edit, and publish monthly newsletter
- Create, edit, and publish the organization's Annual Report
- Collaborate with the Fundraising Committee to compose donor communications and develop fundraising campaigns
- Coordinate the production of video content
- Create press releases for submission to media outlets
- Cultivate relationships with traditional media to coordinate printing/airing of public service announcements, editorials and special interest stories, and coverage of CASA events
- Establish positive relations with stakeholders and maintain a database of connections
- Collaborate with all departments in the coordination of outreach, recruitment, retention, and special events
- Manage and grow CASA's mailing list

Brand Development & Maintenance

- Develop and oversee CASA's brand components, including governance of brand use and standards
- Provide editorial guidance on CASA messaging that aligns with external audience needs while meeting the needs of our program team and respecting our volunteers, the children they serve, and stakeholders
- Manage CASA storytelling to ensure stories are consistently collected and documented from the Advocacy team
- Coordinate efforts with Nebraska CASA Association messaging and campaigns when appropriate

Strategy Development & Evaluation

- Develop, execute, and monitor a comprehensive Communications & Marketing Plan and maintain alignment with the CASA's strategic plan
- Evaluate and utilize analytics and market data to drive and improve marketing strategy and audience development
- Develop and monitor communications and marketing budget in collaboration with the Director of Volunteer & Community Engagement

Professional & Personal Development

- Complete CASA training as directed by National CASA Association guidelines
- Participate in and complete personal and professional development opportunities

Other duties as assigned

QUALIFICATIONS & SKILLS

- Commitment to the mission, vision, values, and culture of CASA for Douglas County
- Bachelor's degree preferred in communications, marketing, public relations, journalism, media studies, or related field, or equivalent combination of education and experience
- 2 or more years of professional experience in communications, marketing, or related field
- Exceptional oral and written communication skills
- Strong networking and relationship building skills and demonstrated commitment to collaboration
- Proficiency with Adobe Creative Suite, WordPress (or similar CMS platforms), MailChimp, Microsoft Office, and all major social media platforms
- Advanced understanding of website, social media, and email analytics and SEO
- Exceptional organizational skills and personal time management

BENEFITS

- Flexible work schedule, four-day work week, work from home
- Flexible PTO
- Health, dental, and vision insurance
- Supplemental insurance available
- Retirement plan
- Employee Assistance Program
- Parental leave & infant-to-work policy
- Mileage reimbursement
- Professional development opportunities

COMMITMENT TO INCLUSION & NON-DISCRIMINATION

CASA for Douglas County honors the dignity and value of all people, experiences, and perspectives. CASA for Douglas County is an equal opportunity employer and does not discriminate on the basis of race, color, religion, creed, age, sex, gender, pregnancy, national origin or ancestry, genetic information, marital status, veteran status, sexual orientation, gender identity or expression, political affiliation, disability, or any other characteristic protected by law.

HOW TO APPLY

Please email your cover letter and resume to Alexander Cayetano, Director of Volunteer & Community Engagement, acayetano@casaomaha.org, by Monday, January 25, 2021. Please be prepared to share writing samples and a portfolio of design work.