

# Communications Coordinator

Community Development Corporation of Brownsville (CDCB) is searching for a talented and professional Communications Coordinator to join our team. Duties are diverse and multi-faceted, therefore excellent professional skills are vital for this role. The position is responsible and accountable for public perception of CDCB.

Managing this perception involves developing marketing and communication strategies, understanding the importance of timing and setting, responding to crises and setbacks, overseeing a team of diverse communications roles and ensuring that information released is consistent with the strategy at large. The successful candidate will help create promotional materials, contribute to the development of company websites, organize meetings and presentations, and interact with clients to effectively deliver our company's message to the public and the media. Candidate must possess superb written and verbal Developing a cohesive communications strategy.

## Responsibilities:

- Projecting a positive company image to the public.
- Managing media relations.
- Managing a communications budget.
- Ensuring quality control of all information released.
- Assembling and overseeing a communications team.
- Write content for both print and Web including the company website, blog, brochures, and newsletter.
- Plan and implement a communications strategy.
- Monitor the company's social media and online presence.
- Organize and direct promotional events.
- Recommend techniques to improve the company's public image.
- Make sure that all promotional and marketing materials meet the company's brand identity strategy.
- Identify and resolve any issues with promotional content in a timely and professional manner.
- Serve as point of contact for media and public questions.
- Assess and report on the effectiveness of communication strategies.
- Coordinate meetings, press conferences, and presentations.

**Requirements:**

- Bachelor's Degree in Marketing, Communications, English, Public Relations or Journalism.
- A minimum of 2-3 years' experience working in a marketing or communications position.
- Possess a solid understanding of effective marketing techniques.
- Must have excellent writing and editing skills.
- Be able to communicate clearly and effectively.
- Strong time-management and organizational skills