

# **Communications Coordinator**

*The Nathan's Playroom Communications Coordinator is a **part-time volunteer** position established to unify Nathan's Playroom's image online, in print, and in all facets of communication and marketing.*

*The Communications Coordinator can primarily work from home, and during hours that are convenient to personal schedule. The expectation of commitment for the Communications Coordinator is up to 20 hours per month (as needed), regular communication with staff via e-mail, with occasional on-site meetings and training at our warehouse facility.*

## **Position Description:**

The Communications Coordinator's primary responsibilities are in marketing and communications in an effort to promote a positive public image among Nathan's Playroom's various audiences as well as advance our outreach and fundraising efforts. The Communications Coordinator will also collaborate with others in the organization to achieve brand consistency, coordination of messages, and the highest standards for external communications. This position is responsible for coordinating organization-wide design, message, and content generation, including electronic and print communications.

## **Responsibilities:**

### ***Online Media***

- Pioneer Nathan's Playroom's social media participation, taking the organization from a sporadic Facebook participant to an active and innovative presence on established and new social media outlets
- Manage and coordinate creation and update of web-content; responsible for maintaining website in order to keep content current
- Work with staff to ensure ongoing improvement of website, including phased updates and redesigns
- Implement and maintain e-communications for donors and general public via MailChimp
- Manage and grow MailChimp e-newsletter contact database
- Actively monitor Nathan's Playroom's online reputation

### ***Videography/Photography***

- Manage production of video segments for promotional, educational, and outreach purposes
- Manage creation and selection of photography for print and electronic communications
- Develop strategies for integrating videos (both originally produced and other sources) into online and social media presence

### ***Print Materials***

- Manage creation, production, and dissemination of printed publications for outreach, development, and administration purposes (such as informational brochure, annual report, educational materials, and exhibition and event resources)

### ***Media Relations***

- Conduct media relations program for selected events or activities
- Write and distribute press releases
- Maintain media archives