



Communications and Volunteer Coordinator

The East Durham Children's Initiative (EDCI) is committed to improving outcomes for children and families living in East Durham. Our long-term vision is to have all youth connected to EDCI successfully graduate from high school, ready for college or a career. We work to achieve this vision by providing a continuum of high-quality services for children and families extending from birth through high school. EDCI partners with more than 40 local organizations and community members who share our vision to provide these needed resources and supports to East Durham children and families.

EDCI is looking for our next **Communications and Volunteer Coordinator**. This full-time, benefits-eligible position is responsible for creating and coordinating key communications functions for the East Durham Children's Initiative. Reporting to the President/CEO, this position works closely with leadership to develop and execute communications, marketing, and branding projects in support of the organization. The Communications and Volunteer Coordinator must thrive in a nonprofit environment with limited supervision and be flexible and adaptable to change. This position creatively maximizes limited resources and external services.

RESPONSIBILITIES

The Communications and Volunteer Coordinator is responsible for:

- Planning, developing and implementing an integrated, strategic communications plan to advance EDCI's brand identity; developing and managing an annual communications plan outlining strategies, objectives, and measurable outcomes of EDCI communication practices
- Developing and executing a media and marketing plan that significantly improves visibility and awareness of EDCI and its mission throughout its service area
- Collaborating with the EDCI team and act as writer and editor for marketing and communications for print and online content
- Managing or assisting in composing and editing newsletters, appeals, invitations, signage, posters, and other collateral within budget and on time
- Updating EDCI general and program one-pagers, media kits, and fact sheets
- Managing EDCI's social media presence on all relevant platforms
- Regularly creating and updating website content
- Creating, implementing, and maintaining EDCI's volunteer engagement strategy
- Engaging internal and external groups to plan and coordinate volunteer opportunities

MINIMUM QUALIFICATIONS

- A Bachelor's degree in Communications, Public or Media Relations, Marketing, Journalism, or related field with a focus or experience in digital media
- 2-4 years prior marketing/communication experience
- Excellent writing and oral communication skills

- Basic design/layout experience (Adobe Photoshop, Adobe InDesign, Microsoft Publisher, or comparable program)
- Experience using social media, including Facebook, Instagram, Twitter, and LinkedIn, as a communication/marketing tool
- Basic HTML/CSS and CRM knowledge preferred
- Our perfect team member:
 - has a passion for EDCI's mission
 - has experience working with low-income communities and shares EDCI's commitment to equity and inclusion
 - works effectively in a small, fast-paced team environment
 - possesses strong interpersonal and organizational skills
 - is professional and resourceful
 - takes initiative and manages multiple tasks and projects at one time
 - maintains strong time management skills with exceptional attention to detail

Benefits and Salary: Salary for this position is competitive and is commensurate with prior experience. A comprehensive benefits package is included.

Anti-Discrimination Policy: East Durham Children's Initiative prohibits discrimination and harassment, and provides equal employment opportunity without regard to race, color, religion, national origin, disability, veteran status, sexual orientation, gender identity, sex, or age. EDCI is committed to recruiting, hiring, and promoting qualified minorities, women, individuals with disabilities, and veterans.

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How to Apply: Applicants should send cover letter, resume, and two communication/marketing writing sample by email to: David Reese, President/CEO, David.Reese@edci.org

Please put Communications and Volunteer Coordinator in subject line