



Position: Social Media & Communications Coordinator

Exempt/Non-Exempt: Non-Exempt

Hours/Week: 15-20

Reports To: Development & Communications Manager

Position Summary:

This position supports the work of Valley Outreach through engaging storytelling and social media. This part-time position will primarily work remote with a minimum of one day per week scheduled at Valley Outreach and offers flexible scheduling.

Essential Duties & Responsibilities:

- Communications Strategy
 - o Implement communications and marketing strategies aligned with the Valley Outreach strategic plan, equity work and fundraising plan
 - o Work with staff to develop communication for various stakeholders integrating the Valley Outreach message platform
 - o Identify communication needs and opportunities and make appropriate recommendations
- Social Media
 - o Support all current and future digital media platforms, creating content, maintaining editorial calendar, and monitoring and responding to feedback
 - o Design content using Canva and Valley Outreach style guidelines
- Storytelling
 - o Identify and research stories to highlight our programs and support Valley Outreach's mission, vision and values
 - o Develop content that helps convey the complexity and reality of poverty in Minnesota
 - o Create inviting and relevant content through copywriting, content curation, graphic design, photography, and videography
 - o Produce monthly eNewsletter for donors and volunteers
- Other duties as assigned

Education and/or Work Experience:

- At least 4 years total related education and/or experience in communications and marketing
- Experience with social media platforms and editorial planning
- Experience meeting multiple deadlines in a fast-paced environment
- Desire to support a growing communications function at an established basic needs organization

Physical Requirements:

- Ability to perform the essential job functions consistent safely and successfully with the ADA and other federal, state and local standards, including meeting qualitative and/or quantitative productivity standards.
- This position is largely sedentary, but does require some lifting of up to 35 lbs.