

Title: Communications Coordinator

Reports to: Marketing Director

Position Type: Volunteer position

Contact: Send questions to yanet.velazquez@hopestrong.org



Duties and Responsibilities:

- Content Strategist – create content for collateral material, newsletters, and other HoPe initiatives.
- Finds the nexus between what the organization wants to communicate (internal goals, core topics) and what the community seeks (what people are most interested in).
- Development and maintenance of common terminology/vocabulary/lingo/ etc. for internal and external purposes.
- Implement, and evaluate the annual communications plan for HoPe.
 - Communication plan per event- Have plan one month in advance
- Program Marketer – understand HoPe programs in and out to effectively communicate the services from both the organizational perspective and community perspective.
- Produce and publish mass communications with email blasts and marketing campaigns.
- Educate the community and build awareness of HoPe's mission-related programs and achievements through Newsletters/email.
 - Track performance indicators/metrics (open rates and click-through rates) for newsletters
- In collaboration with the Vice President Develop HoPe's Annual Report.
- HoPe Journalist – attend major HoPe events and capture the essence of the event through writing.

Qualifications:

- College student or young professional
- Demonstrated interest/experience in Communications or Journalism field
- Outstanding written and verbal communication skills in English and Spanish required
- Energetic, personable, and creative with an ability to relate well to diverse populations
- Deadline oriented and able to take initiative and work well under pressure
- Strong ability to plan and manage multiple projects with high attention to detail
- Excellent time management skills
- Work effectively in teams
- Excellent organizational skills
- Ethical and moral character
- Strong leadership skills
- Proficiency in Microsoft Office, including Word, Excel, and PowerPoint, and social media platforms (Facebook, Twitter, YouTube, etc.) required.
- Must be willing to commit for the whole 2017-2018 academic year
- Strong commitment to HoPe's mission and values

Time Commitment:

- 8-10 hours per week.

**We are open to working with academic institutions for this position to count as internship credit. Please indicate in application if you are interested in pursuing this.*