

Communications Coordinator

We are looking for a Communications Coordinator who can work collaboratively with both internal and external stakeholders to further CASA's mission and community impact.

CASA of Travis County believes every child who's experienced abuse or neglect deserves to have a dedicated advocate speaking up for their best interest in court, at school, and in our community. To accomplish this, the team at CASA educates and empowers community volunteers who ensure each child's needs remain a priority in an overburdened child welfare system. Through honorable and respectful involvement with families, courts and all parties, CASA makes independent and educated recommendations that prioritize children's safety and, wherever possible, preserve connections to their families.

As a Communications Coordinator, you will primarily be responsible for supporting CASA's organic social media strategy by creating original content, developing email marketing campaigns, updating CASA of Travis County's website, creating designed collateral to expand CASA's voice in the community, and collaborating/building relationships to support general awareness, volunteer recruitment/retention, and fundraising purposes.

The Communications Coordinator is a critical role to move CASA of Travis County towards meeting our vision of providing quality advocacy, a safe home and a promising future for every child in Travis County.

Apply at :

<https://www.paycomonline.net/v4/ats/web.php/portal/6134204B6AAD5458C5AEA1BC7AA3A526/jobs/202298>

Responsibilities

- Digital Marketing, Writing, & Content Development
 - Write, edit, and produce original compelling content for CASA's email marketing campaigns, volunteer communications, blog, e-newsletter, and other related collateral.
 - Create and post organic, mission-focused content on CASA's social media channels (Facebook, TikTok, Instagram, LinkedIn).
 - Manage day-to-day digital marketing analytics and tracking.
 - Collaborate on design updates on CASA-related websites.
 - Secure and document case stories from CASA's program team.
 - Ensure that CASA's communications and marketing initiatives tell stories of CASA's advocacy with authenticity and respect while preserving necessary confidentiality.
 - Act as a steward of CASA's brand and ensure all content aligns within brand standards.
- Graphic Design & Printing
 - Assist with graphic design projects, including but not limited to social media graphics, volunteer recruitment advertising, invitations, brochures, presentations, email marketing, event collateral, etc.
 - Manage printing of CASA collateral, including but not limited to letterhead, business cards, brochures, recognition certificates, and event promotional items.
- Collaboration & Relationship-Building

Seniority Level
Coordinator

Employment Type
Full-Time

Reports To
Senior Marketing and
Communications
Manager

Starting Salary
\$50,000

- Work in various capacities at fundraising, volunteer, and other CASA events, including documenting and publicizing events.
 - Build relationships on an ongoing basis with Volunteer Recruitment/Screening/Training, Advocacy, and cross-functional teams.
 - Build and manage relationships with vendors, outside contractors, writers, and content producers (staff, volunteers, donors, etc.).
 - Collaborate with team members and manage communications projects within a content calendar and management platform.
 - Incorporate feedback in a thoughtful, accurate, and timely fashion; demonstrate initiative in problem-solving, while seeking guidance when needed.
 - Meet deadlines by delivering work that is accurate, complete, and ready for execution.
- Other duties as assigned.
 - Assist the Senior Director of Advancement and the Senior Marketing & Communications Manager on additional projects as needed.

Qualifications

- A minimum of a bachelor's degree or commensurate professional experience is required. CASA of Travis County welcomes employees from diverse educational backgrounds and degree programs.
- 1+ years of related experience.
- Must pass CASA's background checks, including fingerprint background check.
- Excellent writing skills.
- Graphic design skills.
- Experience with Adobe Creative Cloud and/or Canva.
- Proficiency in Microsoft Office products, particularly Excel and Word.
- Demonstrated creativity from a writing, content, and/or visual perspective.
- Demonstrated knowledge of social media channels and content management systems.
- Demonstrated interpersonal communication (spoken and written) and relationship-building skills.
- Demonstrated integrity, honesty, and ethical conduct.
- Demonstrated attention to detail and organizational skills.
- Demonstrated integrity, honesty, and ethical conduct.
- Proven ability to manage multiple projects while balancing competing priorities. Ability to meet deadlines.
- Demonstrated ability to work independently as well as in collaboration with a team.
- Demonstrated critical thinking and problem-solving skills.

Preferred Qualifications

- Photography skills.
- Experience with video production and editing.
- Spanish language speaking/writing ability – Limited working proficiency or higher on Interagency Language Roundtable (ILR) scale.

Physical Requirements and Work Environment

The Communications Coordinator will spend some time in the office, which could involve intermittent physical activities, including bending, reaching, sitting, and walking during working hours. The individual in this position must be able to lift approximately 25 lbs. and stand for extended periods of time, specifically on event days. Additionally, it is anticipated that the person may spend several hours of each day seated at a personal computer. Reasonable accommodations may be made to enable a person with physical disabilities to perform the job.