



JOB DESCRIPTION

TITLE: Communications Coordinator

DATE: February 1, 2020

DEPARTMENT: Communications

SUPERVISOR: Director of Communications

FLSA Classification: Exempt

SUMMARY:

The Communications Coordinator will assist with managing the creation, quality, accuracy and integrity of written and graphic content to be posted to MCSF.org and social media platforms. This position is responsible for optimizing online initiatives including but not limited to web development, content/asset management, and online fundraising programs, mobile and social media channel presence. The Coordinator will assist with developing, interpreting and implementing necessary requirements and all co-branding specifications.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist with the development, implementation and management of the Foundation's digital and direct mail programs, and social media presence.
- Define and report on social media and website KPIs.
- Co-manage editorial calendar for MCSF web, social media, and other digital properties.
- Responsible for the front-end development of web pages and content for all MCSF web properties.
- Arrange and optimize content in order to increase brand awareness and maximize traffic/constituent acquisition through online experiences.
- Support brand strategies by helping to manage reputation, identify and grow key audiences, and execute PR campaigns.
- Utilize the reach of partners, supporters and other earned media channels to tell the MCSF story and meet MCSF public relations and business goals.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Other duties as assigned.

REQUIRED SKILLS AND ABILITIES:

- Strong creative writing, copywriting and copy-editing skills.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, YouTube and other social media best practices.
- Direct experience using social media management tools (e.g. Hootsuite)
- Proficiency with WordPress, web design and publishing
- Proficiency with video and photo editing tools, digital media formats, and HTML

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- Understanding of SEO and web traffic metrics
- Good understanding of social media KPIs
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro, InDesign) or equivalent digital media editing tools is preferred
- Database management experience – Raiser’s Edge and/or Salsa preferred
- Demonstrated ability to exercise sound judgment related to controversial and/or culturally sensitive subjects.
- Ability to handle confidential information with tact and poise.
- Must show initiative, self-motivation, and attention to detail with the ability to manage multiple projects with competing priorities.
- Preference for individuals familiar with the Marine Corps or military.
- Displays a passion for the mission of the Marine Corps Scholarship Foundation.
- Demonstrates keen attention to detail and follow-through on projects

EDUCATION AND/OR EXPERIENCE:

- Bachelor’s degree or equivalent in Communications/Marketing or a related field.
- Two to three years’ experience in a web marketing or communications support role. Relevant experience in a not-for-profit, military, multicultural and/or global organization preferred.

WORKING CONDITIONS:

- Duties are performed indoors in an office environment.
- Work may require extended periods of sitting, standing, talking, or hearing.
- Duties require occasional periods of lifting/carrying items, pulling/pushing items, typing, reaching with hands and arms, stooping, kneeling, and crouching.
- Events require travel outside of DMV area.
- May need to lift and carry up to 35 pounds with assistance.
- Fluctuating work pace/activity level.

Interested candidates should submit their resumes to employment@mcsf.org