



**The James R. Jordan Foundation**  
Strengthening Families through Education and Partnerships

## **STRATEGIC COMMUNICATIONS COORDINATOR**

**STATUS: Exempt**

### **Summary/Objective**

Responsible for assisting the Strategic Communications Coordinator with the implementation and design of a Social Media campaigns to enhance community awareness of the James R. Jordan Foundation on a Domestic/International level. Work collectively with Development to build the current James R. Jordan brand without altering the importance of the organization's mission. The James R. Jordan Foundation is dedicated to creating networks of support for families and communities.

### **Essential Functions**

1. Responsible for working collectively with partners to design, clear engaging graphic communications for print, and web to enhance community, partners and donor awareness. This will include, direct mail pieces, branded promotional items (events), web site and social media graphics, posters, flyers, newsletters, annual reports, national brochures, e-blasts and other marketing materials as needed. (designs and develop signage and displays).
2. Liaison for the Foundation overseeing relationships with vendors and marketing partners.
3. Work closely with foundation staff, students, parents, partners, and volunteers to translate their messaging concepts into marketing materials.
4. Development and implementation of a content strategy for social media, website and blog to increase audience engagement.
5. Research of other nonprofits websites and social media strategies for ideas and inspiration.
6. Monitor conversations and online activity across a variety of social networks (YouTube, Twitter Face book, Instagram, LinkedIn et, al).
7. Photograph staff members/activities/events and working with staff to publish through appropriate medium.
8. Work collaborating with Development with fundraising campaigns, video, editing multi-media projects.
9. Assist in updating the Foundation's mailing lists and contact databases
10. Implements and coordinates multiple data collection/evaluation and research efforts for recruiting partnerships.
11. Special and other duties as assigned

### **Education and Experience**

1. Bachelor' Degree in one of the following fields:
  - o Communications, Journalism, Marketing
2. Excellent writing and communications skills with impeccable work ethic
3. Detail oriented and strong organization skills
4. Creative and tech-savvy minded with strong analytical ability
5. Ability to work on issues where analysis of data requires evaluation of variable factors
6. Ability to shape core online marketing focus: leads, branding, and community engagement
7. Understanding of technical capabilities of platforms (admin settings, comment moderation, groups, messages, et, al)
8. In-depth understanding of SEO best practices and how to utilize the social web and marketing to drive traffic

9. Proven written content ability, press release development, article, blog skills, marketing or communications and/or graphic/video development.
10. Project and or research, data collection and evaluation experience.
11. Proficient in strong computer skills including Microsoft Word, Excel, PowerPoint, Publisher & Adobe Photoshop, Weebly
12. Professional business appearance and ability to communicate effectively

