

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 has 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 writing and developing original content for CASA's organic social media strategy and 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 quality advocacy, a safe home and a promising future for every child in Travis County.

Use the following link to apply:

<https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=107307&clientkey=6134204B6AAD5458C5AEA1BC7AA3A526>

Seniority Level

Entry Level

Employment Type

Full-Time

Reports To

Senior Director of Advancement

Starting Salary

\$50,000

Responsibilities

1. Digital Marketing, Writing, & Content Development

- Write, edit, and produce original compelling content for CASA's email marketing campaigns, volunteer communications, blog, and e-newsletter.
- 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 casatravis.org and casablancagala.com.
- Secure and document case stories from CASA's program team.

2. Graphic Design & Printing

- Assist with graphic design projects including social media graphics, volunteer recruitment advertising, invitations, brochures, presentations, email marketing, etc.
- Manage printing of CASA collateral including letterhead, business cards, brochures, recognition certificates, and event promotional items.

3. Collaboration & Relationship-Building

- Work in various capacities at fundraising, volunteer, and other CASA events, including documenting and publicizing events.
- Collaborate on an ongoing basis with Volunteer Recruitment/Screening/Training, and Advocacy Teams.

- Build and manage relationships with vendors and outside contractors.
- Collaborate with team members and manage communications projects within a content calendar and management platform (Smartsheet).

4. *Other duties as assigned.*

- Assist the Senior Director of Advancement and Communications & Marketing Manager on additional projects as needed.
- Serve as substitute for front office reception team as needed.

Qualifications

- A Bachelor's degree is required however, in lieu of a degree, significant professional relevant experience may be considered.
- 1+ years of related experience.
- Must pass CASA's background checks, including fingerprint background check.
- Excellent writing skills.
- Graphic design skills.
- 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 experience and comfort working in multicultural environments and with people from diverse backgrounds.
- 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.
- Demonstrated self-awareness, cultural humility, and desire to learn from individuals with diverse identities.

Preferred Qualifications

- Experience with Adobe Creative Cloud and/or Canva.
- 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.