

POSITION TITLE: COMMUNICATIONS COORDINATOR

DEFINITION OF POSITION: The Communications Coordinator is responsible for creating a proactive communications plan that includes managing and developing content for the e-newsletter, website, social media, producing and distributing marketing, and communications to a diversity of audiences, organizations and outlets.

ORGANIZATION STRUCTURE: The Communications Coordinator is accountable to the Executive Director and part of the Coordinating Team.

QUALIFICATIONS: Bachelor's degree in English, Journalism, or related field. Experience in Marketing Communication, Journalism, Public Relations, Media Relations or related field. Excellence in written and oral communication. A sensibility for diversity and inclusion. Extensive computer knowledge; Microsoft Office Suite, Constant Contact, website CMS and graphic design.

RESPONSIBILITIES:

Mission Focused Team Approach

- Contributes to the mission and embodies the values of Mercy by the Sea through the creation of a welcoming, compassionate and caring environment for all colleagues, and prospective guests.
- Works closely and collaboratively with the entire Mercy by the Sea staff to ensure their understanding of and contributions to the public relations strategy.
- Manages a variety of communications efforts that include Development, Program and Guest Services staff to promote the mission, offerings, and development efforts.
- Ensures that Mercy by the Sea promotes its image and values in a strategic, coordinated, inclusive and consistent manner to both internal and external audiences.

Traditional and Digital Communications

- Coordinates the weekly digital newsletter and social media.
- Manages and maintains the website, including overall design and developing content, as well as all updates, revisions and enhancements to respond to emerging organizational needs and technology.
- Advances use of electronic media to further sustainability practices.

Media Relations and New Audience Building

- Leads efforts to raise awareness and communicate the mission of Mercy by the Sea and its breadth of offerings.
- Develops and implements a best-practice-based communications strategy for Mercy by the Sea and its internal and external constituents.
- Assists with other projects as requested by the Executive Director.