



**Title: Communications Coordinator**

**Supervisor: Development Director**

**FLSA Status:** Non-exempt, hourly, 15-20 hours/week

**Summary**

Under the direction of the Development Director, the Communications Coordinator leads the planning, development, and implementation of all outbound communications and social media for Disability Advocates of Kent County. The primary function of this person will be the development of Disability Advocates' "story" to be disseminated through all communication channels to continue to build awareness of the organization, the work we do, and the community we serve and work with including persons with disabilities, other nonprofit organizations and community partners, legislators, donors, and the broader community throughout Kent County.

**Expected Duties and Responsibilities**

1. Coordinate communications needs from multiple departments, work in support of individual department projects, establish procedures for consistency and brand integrity and provide guidance and training to staff members to ensure Disability Advocates' story is comprehensively collected and then told effectively and consistently to the varied audiences.
2. Manage Disability Advocates electronic communications strategy including monthly email communications, social media, photography and video with a focus on communicating knowledge, engaging our constituencies and reinforcing our brand identity.
3. Support the development and implementation of appropriate mechanisms for measuring effectiveness of all marketing and communication activities.
4. Manage production of various publications and Disability Advocates collateral materials including annual report, e-newsletters, donor materials, brochures, and special initiative/community issue reports and fact sheets; tasks may include research, writing, editing and working with both internal and external writers and designers, and coordinating printers and other vendors.
5. Maintain media database to ensure media coverage throughout our service area as well as trade publications and sector email communications. Assist with requests for information from media as needed.
6. Serve as photographer and videographer as needed
7. Other related duties as assigned.

**Expected Skills and Attributes**



**COMMUNICATION COORDINATOR  
JOB DESCRIPTION**

- Skills
  1. Must be a highly organized self-starter with strong writing, editing and communications skills, along with a proven background in creating both print and online communications materials.
  2. Experience with social media, websites and digital and print assets such as photography, video, and collateral.
  3. Must be detail oriented and able to balance multiple tasks to support numerous communications functions throughout the organization.
  4. Be able to work collaboratively and independently in a fast-paced, passionate, structured and diverse environment.
  5. Comfortable with all social media platforms and technologies.
  6. Proficient in Microsoft Office™ program applications, e-mail, and Internet research.
- Attributes
  1. Commitment to and knowledge of Independent Living movement and philosophy and person-first perspective which supports Disability Advocates' mission and core values.
  2. Interpersonal skills and ability to participate in and work to build a collaborative team.
  3. Professional written and oral communication skills, including public speaking competence.
  4. Ability to follow direction and take initiative with exceptional time management and organizational skills.
  5. Maintain confidentiality and adhere to Disability Advocates HIPAA policy.
  6. Work on-site as needed and assist with other duties as assigned.
  7. Maintain a positive, strong, credible, professional and interpersonal relationship with all parties relevant to Organizational activities, and represent the best interests of Disability Advocates at all times.

**Qualifications and Important Requirements**

- Behavioral competencies
  - Results driven, proactive and able to work autonomously
  - Flexible, change embracing in an evolving work and market environment
  - Ability to relate to and work with a wide variety of stakeholders
- Education & Experience
  - Bachelor's degree in marketing, advertising, business management or related field or significant experience in these areas.
  - One to three years of experience in the communications field.
- Work Environment and Physical Abilities.



**COMMUNICATION COORDINATOR  
JOB DESCRIPTION**

- The person in this position is expected to communicate with team members, directors, volunteers, and outside entities, to successfully perform functions of the job.
- This is a standard office environment. Extensive computer, telephone communication and attendance at meetings in and out of the office are expected, and therefore, self-identified mode of transportation is required.

**Impact on Programs, Services and Operations**

This position provides integral and necessary functions for the success of Disability Advocates' programs and services, operations and the community at large. It serves as a resource in supporting the mission and promoting Disability Advocates' core values through the appropriate telling of our story and that of the community we serve.