



Communications Coordinator Job Description

Organization	Coastal Corridor Alliance (CCA)
Position	Communications Coordinator
Position Type	Full-Time, Non-exempt
Applications Accepted	Rolling basis for review
Hourly Rate (Range)	\$28.00 to \$33.00 per hour
Application Deadline	September 19, 2024 by 5 pm

Defined: The Communications Coordinator implements and oversees internal and external communications that effectively promote the organization, its vision, mission, and programs. This role is a hybrid between the marketing, public relations, brand, and strategic communications positions.

Description: The Communications Coordinator oversees all CCA marketing, promotions, websites, social media, and public relations messaging. The candidate must consistently articulate CCA's brand, mission, goals, and values in order to enhance and maintain CCA's image, audience, and donor base. The Coordinator ensures that CCA is viewed as the primary source, disseminator, and conduit of informational content within a diverse network and constituent base. This position reports to the Deputy Director on a variety of strategic initiatives.

Duties and Responsibilities:

Strategic Communications

- Develop and implement CCA's annual Marketing/Communications Plan in collaboration with CCA's senior leadership.
- Implement communication strategies to create momentum and brand awareness, and report upon the effectiveness of these activities.
- Lead the creation of content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate information.

Marketing

- Implement all marketing activities.
- Actively promote and support CCA's mission, programs, and impact in alignment with departmental goals and priorities.



- Manage all marketing/communications tools and platforms including e-newsletters, social media, videos, blogs, and websites.
- Manage the development, distribution, copy editing, and storage of all print and electronic assets including, but not limited to, flyers, event notices, invitations and announcements, brochures, branded collateral, and annual reports.
- Develop marketing goals and performance metrics, reporting those metrics monthly to senior leadership.
- Actively promote and support CCA's development activities, ensuring adequate publicity and promotion for all fundraising goals and campaigns.
- Manage all advertising needs and requirements.
- Establish accessibility guidelines and ensure content across platforms meets the needs of a diverse audience.
- Maintain our digital asset management system.

Public Relations

- Cultivate and maintain appropriate media contacts and work with those media contacts to maintain a positive image and consistent exposure for CCA's mission, programs, and impact.
- Write Opinion Editorials, pitches, stories, and generate articles specifically designed to promote CCA's activities among the media.
- Coordinate all CCA's digital platforms, ensuring that new and consistent information (article links, stories, news, press, and events) are posted regularly and organized according to industry standards.

Event & Community Engagement Support

- Routinely attend events, programs, and community engagement opportunities to capture compelling images, videos, stories, and interviews that support marketing and communications activities.
- Capture and create social media content, uploading, posting, and managing related content "in-field" and in real time.
- Work to improve CCA's photography and videography skills, equipment, and functionality.

General

- Develop exceptional customer service practices, engaging staff and creating best-practices for all internal and external communications.
- Create Standard Operating Procedures (SOPs) for all communications platforms, processes, and operations.
- Manage all communications related to administrative needs and requirements.
- Manage, store, update, and ensure backup of all physical and digital assets.
- Develop and manage special projects as assigned.



- Lead process improvements, monthly analytics, analyze marketing and social media performance, and platform upgrades, reporting monthly to senior leadership.

The above statements are intended to describe the general nature and level of work to be performed by the individual in this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of the position. Other duties may be assigned at CCA's discretion.

Requirements and Qualifications:

What You've Accomplished

- BA in communications, marketing, or a related field.
- 2+ years' experience in communications-related positions.
- 2+ years' experience with social media management.
- 2+ years' experience in non-profit work preferred.
- Photojournalism/journalism experience preferred.
- Have excellent writing, editing, and verbal communication skills.
- Possess a strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Demonstrate high energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Be a relationship builder with the flexibility and finesse to "manage by influence."
- Possess a highly collaborative style.
- Have experience developing and implementing communications strategies.
- Be a self-starter with the ability to work independently and enjoy creating and implementing new initiatives.

What You'll Need to Do

- Communicate effectively and fluently in English verbally and in writing.
- Spanish language proficiency is a plus.
- Have a valid California Driver's license and legally compliant insurance.
- Routinely work evenings and/or weekends primarily at CCA events/booths.
- Traverse potentially uneven surfaces outdoors for several hours at a time on foot or bicycle.
- Set up a booth including: six-foot table(s), chairs, and a pop up tent, weighing approximately 50 pounds.
- Be able to sit or stand for lengthy periods at a time when interacting with the public.
- Have a sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, other supporters, and community members.
- Competence and physical ability to operate a laptop or desktop computer for lengthy periods of time.



- Be tech savvy and comfortable using a variety of devices and software types.
- Be proficient in MS Office and using various social media channels.
- Have experience with Canva, Loomly, Google Workspace, and video editing software.

Compensation:

This position is hourly (non-exempt) and will pay from \$28.00 to \$33.00 per hour (estimated at roughly \$4,853 - \$5,720 per month) for 40 hours per week, depending on experience. This position is eligible for overtime.

Benefits:

CCA offers all employees access to a retirement plan, paid sick leave, and flexible scheduling. Once an employee regularly works 20 hours or more per week, CCA offers a benefits package, including payment into health, dental, and vision insurance commensurate with FTE percentage. Employees who regularly work 20 hours or more per week are also eligible to receive five (5) days of paid vacation per year at their normally scheduled work hours, and some paid federal holidays.

Location:

This is a remote, work from home, position. Only candidates residing within a 40-mile radius of the Coastal Corridor will be considered for the position. This position will require frequent travel including to the Santa Ana River Coastal Corridor (the Newport Beach, Huntington Beach, and Costa Mesa area).

Hiring Process:

Applications will be reviewed on a rolling basis beginning Tuesday, September 3rd. The deadline for all applications to be submitted is Thursday, September 19th. To ensure transparency, best efforts will be made so that every complete application will be reviewed, and confirmation of receipt will be provided within 72 business hours. Notification of a decline to interview or request for an interview will be given only to those applicants that submit all the required materials.

Any job offer will be contingent on candidates successfully completing a background check to verify employment eligibility, a Motor Vehicle Record check (which will occur annually thereafter if hired), and a LiveScan fingerprint.

How to Apply:

Submit a cover letter including your home address, current resume, a sample press release, media advisory or other communications piece, and three professional references (with name, title, affiliation, phone, and email) to the Hiring Manager, Amy L. White by email as one PDF attachment (if possible) to Hiring@CoastalCorridor.org. No calls accepted.