

Communication Coordinator Job Posting & Description Columbus, Ohio

Community Shelter Board (CSB) seeks a non-exempt, full-time Communication Coordinator.

CSB is an award-winning non-profit organization leading a community effort to make sure everyone has a place to call home. We are seeking a professional, self-motivated Communication Coordinator to implement communication and brand strategy to build understanding, awareness, and amplification of the mission. The Communication Coordinator will work closely with the Chief Communication + Brand Officer to:

- build trusting and authentic relationships
- craft campaigns, messaging, digital and social engagement, materials, and public testimony to deliver a credible voice for the organization
- hold responsibility for the brand experience
- fulfill a range of administrative duties and management of projects.

You'll have the opportunity to work in a fast-paced environment in this full-time position. Multi-tasking, prioritizing, attention to detail, and written communication skills are key. CSB offers a competitive salary and a highly unique benefit package:

health, dental & vision insurance • employer-funded flexible spending accounts • life insurance 401(k) plan with up to 10% employer contributions • lifestyle spending account for personal growth 4 weeks paid time off • 10 paid holidays • hybrid work environment • healthy work/life balance free parking • strengths-based culture • active diversity, equity & inclusion program dynamic leadership development program

Learn more about CSB at www.csb.org. Interested applicants should submit a resume and cover letter to hiring@csb.org by February 9, 2024. CSB is an Equal Opportunity Employer and conforms to all applicable employment practices. We strongly encourage diverse applicants to apply.

Title of Position: Communication Coordinator **Pay Range:** \$53,000 - \$63,000

Status: Non-exempt, full-time

Benefits: Medical, prescription, dental, vision, life, disability, retirement plan, Section 125 cafeteria benefit plan, and paid leave.

Reports to: Chief Communication + Brand Officer **Unit:** Admin

BASIC FUNCTION

The Communication Coordinator implements communication and brand strategy to build understanding, awareness, and amplification of the mission to make sure everyone has a place to call home. Works closely with the Chief Communication + Brand Officer to build trusting and authentic relationships, craft campaigns, messaging, digital and social engagement, materials, and public testimony to deliver a credible voice for the organization, and is responsible for the brand experience. This position is committed to ending homelessness as a matter of social justice.

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EFFECT ON END RESULTS

This position is primarily concerned with the achievement of the goals for the organization by ensuring strong engagement with CSB's mission, brand clarity, and amplification of CSB's voice – all to garner a collective response from the community to make sure everyone has a place to call home.

ESSENTIAL FUNCTIONS

1. COMMUNICATION

- a. Implement communication strategy with Chief Communication + Brand Officer to ensure that key stakeholders receive relevant and timely communication.
- b. Coordinate partner agency newsletter including project management, coordination with contributing staff, writing, proofing, editing, and graphic design.
- c. Craft messaging, language, and graphics for stakeholder emails.
- d. Develop presentations, speeches, and public testimony.
- e. Create communication materials including articles, fact sheets, campaign toolkits, presentations, graphics, and reports.
- f. Implement web site strategy including user training and management, and coordination with contributing staff. Assure that pages contain factual, appropriate information and that they are updated and monitored regularly.
- g. Implement social media strategy to center mission and increase brand presence including content creation, scheduling, graphic design, and engagement monitoring.
- h. Seek and develop advertising opportunities to elevate CSB's brand.
- i. Attend meetings and events to take photos for social media and other communication needs; coordinate with other teams to secure photos from community meetings and events.
- j. Assist with annual report production and other publications including coordination with contributing staff, proofing and editing, coordination of graphic design, and other details.
- k. Serve as brand and customer service guardian to ensure staff is trained in use of brand guidelines and tools, as well as customer service and communication practices that demonstrate CSB's values.

2. COMMUNITY and GOVERNMENT RELATIONS

- a. Establish and maintain a strong awareness of CSB's system of homeless services.
- b. Coordinate the annual Founder Awards event including creative components, planning, contracts, and other event details. Assure that process elevates mission, brand, partner agencies, and honorees.
- c. Lead the nomination and selection process for Founder Awards and Heritage Innovation Award. Coordinate implementation including communications, fact sheets, interviews, press releases, and other details.
- d. Seek and develop award opportunities to elevate CSB's brand and that of its supporters. Prepare award nominations.
- e. Serve as spokesperson for community education opportunities. Fulfill requests for presentations to United Way groups, churches, rotary clubs, and other community organizations.
- f. Respond to requests for information from the general public.
- g. Represent CSB at community, agency, and funder-related special events.
- h. Support state and federal advocacy opportunities through Capitol Hill Day events and other campaigns offered by COHHIO and the National Alliance to End Homelessness.

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- i. File JLEC lobbying executive and legislative report in timely fashion 3 times a year. Act as point person with lobbyist firm regarding reporting needs.

3. MEDIA

- a. Assist with developing and maintaining relationships with media outlets to generate opportunities for coverage and partnerships.
- b. Gather research and craft messaging in response to requests for information from the media.
- c. Monitor local media coverage and source relevant news for leadership team, board, and all staff.
- d. Capture coverage to create historical documentation as well as means to assess effectiveness.
- e. Draft media advisories, press releases, and related materials.
- f. Plan and support implementation of press conferences or other special media events as needed.

4. BOARD GOVERNANCE

- a. Develop orientation schedules for new board members. Monitor and track progress through the orientation process.
- b. Coordinate annual Conflict of Interest disclosure process and update spreadsheet.
- c. Support implementation of the board's consultation with funders process to ensure Owner feedback is tracked and measured. Draft messaging, talking points, and materials. Collect input, monitor progress, and prepare summary report.
- d. Provide administrative support for board committee meetings as needed.

5. OTHER

- a. Manage self and position responsibilities in a manner which is congruent with CSB values, mission, policies and procedures.
 - i. Maintain confidentiality and discretion.
 - ii. Maintain good, professional relationships with CSB staff and others.
 - iii. Adhere to high standards of personal and professional conduct.
- b. Contribute to an atmosphere of dignity, respect, and diversity, and adhere to CSB's Code of Conduct. Ensure equal treatment of others without regard to race, religion, color, national origin, ethnicity, ancestry, sex, sexual orientation, gender identity and expression, age, disability, veteran status, familial status, or socio-economic status.
- c. Other duties as assigned.

KEY LEADERSHIP COMPETENCIES

1. Flexible and comfortable in a fast-paced environment with excellent follow-through.
2. Values-driven individual with track record of achievement and proven ability to innovate and manage towards ambitious goals.
3. Is adept at gaining the trust and respect of both internal and external customers; dedicated to meeting customer expectations and requirements.
4. Communicates a compelling and inspired vision or sense of core purpose, is optimistic, makes the vision shareable by everyone, and positive attitude for engaging others to achieve impact.
5. Widely trusted and seen as a direct, truthful individual.

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6. Is able to marshal resources, information and activities in an effective and efficient manner to accomplish a goal.
7. Can make decisions in a timely manner, sometimes with incomplete information and under tight deadlines and pressure.
8. Effective planner to accurately scope out length and difficulty of projects; develop schedules and assignments.
9. Understands group dynamics, roles and needs of groups and their members.
10. Can handle stress and changing situations with composure.
11. Written communications convey messages and information in a clear and concise manner.
12. Can compose correspondence dealing with issues and subject matter in ways that require considerable sensitivity, discretion, and/or judgment.
13. Able to inform supervisor and others effectively, thoroughly and in a timely manner.

SKILLS, KNOWLEDGE & ABILITIES

1. Skilled in Microsoft Windows, Outlook, Office, PowerPoint, Excel and Internet.
2. Excellent communication skills, both oral and written.
3. Excellent organization skills.
4. Exceptional time management skills and ability to complete projects on time and within budget.
5. Ability to work independently, manage multiple projects, and complete projects per established timelines.
6. Demonstrated ability to accurately attend to detail.
7. Ability to work some evenings and weekends.

PHYSICAL OR MENTAL DEMANDS

1. High energy level, comfortable performing multi-faceted projects in conjunction with normal activities.
2. Ability to multi-task and maintain/oversee multiple projects simultaneously.
3. Strong analytical and reasoning abilities.
4. Well organized.
5. Exceptional interpersonal skills; ability to get along with diverse personalities; tactful, mature, flexible.
6. Ability to establish credibility and be decisive and able to recognize and support the agency's needs and priorities.
7. Quick learner – able to grasp and oversee all departmental functions and comfortable in a fast-paced environment.

MINIMUM QUALIFICATIONS

1. Congruence with agency mission and values.
2. Bachelors' degree or comparable experience.
3. 3-5 years experience in a marketing or communications role.
4. Experience working in a not-for-profit setting preferred.
5. Experience with Canva preferred.
6. Valid Ohio driver's license, proof of automobile insurance, and pass a criminal background check.