

JOB DESCRIPTION

Title: *Communications & Outreach Coordinator*
Department: *Marketing & Communications/Administrative Team*
Reports to: *Senior Manager of Communications & Outreach*
FLSA Status: *Exempt*
Prepared By: *Conor Van Santen, Senior Manager of Communications and Outreach*
Date Prepared: *December 19th, 2024*
Approved By: *Alex Hylka, Director of Process Improvement & Technology*
Approved Date: *December 20th, 2024*
Supervises: *None*

SUMMARY:

The Communications & Outreach Coordinator for ICOY plays a pivotal role in overseeing the organization's membership program, fostering consistent communication with and between members, and showcasing the organization's value to potential new members. This position is instrumental in crafting compelling content, including a weekly newsletter, flyers, and factsheets for advocacy, as well as contributing to the organization's social media presence, ensuring a dynamic and engaged community. Additionally, the Communications & Outreach Coordinator will also provide logistical support for ICOY's member events throughout the year. This role is supervised by the Senior Manager of Communications & Outreach.

DUTIES AND RESPONSIBILITIES:

Communications:

- Under the supervision of the Senior Manager of Communications & Outreach, develop content for email newsletters, social media, the Virtual Community, and websites
- Work with internal teams to gather and edit content for all forms of outreach
- Serve as the primary administrator of and provide daily oversight and management for the ICOY Virtual Community (VC) on Slack, ensuring that members and providers are added to appropriate channels in a timely fashion, responding to requests for new channels, and promoting news and information to members and providers in the VC.
- Support the Senior Manager of Communications & Outreach in the development of print and digital marketing materials to support ICOY membership, programs, and policy advocacy, including fact sheets, social media posts, flyers, reports, website content, graphics, etc.
- Provide timely information to ICOY members and stakeholders about important policy or legislative news or calls to action through the Virtual Community, social media, and/or targeted email communications.

- Keep abreast of industry trends and tools and incorporate where appropriate.

Event Planning & Marketing:

- Provide support to the Senior Manager of Communications & Outreach where appropriate to support in the planning and marketing of monthly member programming, the Annual Meeting, and other member-focused events as needed.

Other responsibilities include event logistics, assisting in the implementation of communication and promotion plans, and on-site support.

Member Relations:

- Implement member recruitment and retention strategies, including the annual membership renewal process.
- Ensure that membership data is properly entered into Salesforce and that membership records are up to date.
- Support the Membership Committee of the ICOY Board of Directors by assisting the Committee Chair with scheduling meetings, developing agendas, taking minutes, and producing reports as needed.
- Assist the Membership Committee with raising funds for and administering ICOY's Equity & Access Fund, and work in conjunction with the Operations Team to ensure that records and reporting are accurate in Salesforce.
- In collaboration with the CEO, Chief of Staff, and the Senior Manager of Communications & Outreach, provide high level customer service to members to ensure a response to inquiries and requests.
- In collaboration with the CEO, facilitate the onboarding of new member organizations, new CEOs or Executive Directors at member organizations, and new partners, ensuring their relationship with ICOY starts on a strong footing.
- Manage and communicate about member benefits including member job board postings and partner relationships.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or

ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions of the job.

Education, Experience, Knowledge:

Bachelor's degree (B.A.) from four-year college or university; or one to two years' related experience and/or training; or equivalent combination of education and experience.

Certificates, Licenses, Registrations:

Not applicable

Physical Requirements:

This position does not require extensive physical activity. About ¾ of the time working will be spent sitting at a desk or other workstation, standing and walking may be required to attend meetings or other work gatherings. Meetings will require talking & listening. Applicants should be able to lift up to 25 pounds. There are no special vision requirements for this role.

Special Requirements:

- Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to members and other employees of ICOY.
- Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the Company.
- Ability to read, analyze, and interpret press releases, media updates, and other written communications. Ability to write reports. Ability to effectively present information and respond to questions from groups of managers and ICOY members.
- Ability to respond to common inquiries or complaints from ICOY members.
- Ability to effectively present information to top management, public groups, and/or the ICOY Board of Directors
- Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.
- Ability to visualize and assess abstract ideas and develop structured plans for implementation of marketing plans.
- Ability to read, analyze complex documents, and communicate analysis in oral and written form.
- Ability to visualize and assess abstract ideas and develop structured plans for implementation of marketing plans.
- Ability to design basic digital media and implement user experience principles
- Ability to use graphic design tools such as Canva, Photoshop, Illustrator, etc. preferred
- Ability to manage short-term (1-2 week) projects
- Ability to use WordPress and Mailchimp (or comparable software) preferred
- Digital marketing experience, including basic HTML and web graphic production

- Enthusiasm and willingness to master new technologies, tools and skills quickly

TRAVEL AND WORK HOURS

Some intrastate and interstate travel (1-6 times per year) will be expected as part of this role. Work hours will normally be 9AM to 5PM on weekdays. The Communications & Outreach Coordinator will be expected to work on a weekend only rarely.

COMPENSATION AND BENEFITS

Compensation will range between \$45,000 and \$52,000 per year, depending on qualifications and experience. ICOY offers generous paid time off, holidays, a 403(b) plan with matching, and medical and life insurance benefits.

HOW TO APPLY:

Please email ICOY Director of Operations Denail Timms a cover letter, resume, and brief writing sample by January 10th, 2025. The email address is dtimms@icoyouth.org and the subject line should include "Communications & Outreach Coordinator Application".