



Leadership, Education and Athletics in Partnership (LEAP)

JOB DESCRIPTION: COMMUNICATIONS COORDINATOR

Description of the Organization:

For 29 years, LEAP has worked with children, teenagers, and young adults in New Haven, Connecticut in some of the lowest income urban neighborhoods in America. As the largest youth agency in our city, we provide free academic supports, social enrichment, and leadership development, but we do so in a unique way. We give older students (ages 16-24) the training, education, and resources they need to work as counselors and leaders-in-training to our younger students (ages 7-15). In doing so, we go beyond impacting individual lives through education and employment. We build a community with power and purpose.

General Purpose:

LEAP is looking for a committed, creative, highly organized individual who is excited to join a mission-driven, hard-working development and communications team. The Communications Coordinator is responsible for writing, designing, and publishing a variety of digital and print content that is engaging, visually appealing, and inspires community members to want to learn about and support LEAP. The Communication Associate will play a key role in LEAP's development and communications office as we strengthen and expand our efforts to support our \$3.5 million annual budget through improved cultivation, solicitation, and stewardship of individuals, corporations, foundations, and government entities. The ideal candidate will have strong aesthetic instincts for design, an exceptional eye for detail, a passion for storytelling, a strong understanding of content creation tools, and is a skilled writer, a strategic and analytical thinker, and an excellent collaborator. They will be in tune with trends and current events as it relates to LEAP's online presence and communications strategy. They will also have a strong commitment to LEAP's mission and addressing racial and socioeconomic inequities.

Distinguishing characteristics, features, requirements:

This is a full-time, 40 hour per week position. The Communications Coordinator interacts with various stakeholders, serving as LEAP's voice, and therefore requires the ability to effectively interact and communicate with a wide range of outside entities and internal staff through a variety of media. A candidate who has experience in only some of the essential duties but also has a strong interest in learning new skills may still be considered.

Supervision:

The Communications Coordinator will report to the Director of Development and Communications, with daily work managed by the Deputy Director of Development and Communications.

Important and essential duties:

- In collaboration with Development and Communications team members, develop, implement, and evaluate a strategic communications plan to effectively message LEAP's work and to expand reach and engagement

- Manage a communications calendar that includes events, appeals, social media posts, press, and other communications and development projects
- Maintain LEAP's branding and messaging across all digital and printed materials, while also coming up with new and exciting ways to share LEAP's work with a diverse audience
- Design, write, and update communication materials to support LEAP's fundraising and programming including information sheets, annual reports, newsletters, and materials for events, mailings, and special projects
- Draft and design email blasts to LEAP's 5000-person e-mail list, using content from the programming team and collaborating with the grant writer on writing text
- Monitor and manage LEAP's social media channels to promote LEAP and increase engagement, designing posts that cultivate a lively and responsive social media presence for LEAP
- Develop a public relations plan that aligns with LEAP's fundraising calendar, build and manage relationships with local media connections, and write and distribute press releases that result in press coverage for LEAP
- Use analytics to inform content creation, setting benchmarks and goals to track progress and growth
- Take photos and videos at program sites, special occasions, and events to use for content creation
- Produce or manage the production of videos biannually that showcase LEAP's program for social media, events, and other marketing opportunities
- Update and edit existing website, periodically creating additional website pages
- Liaison with an outside communications firm that sometimes supports LEAP's work
- Provide occasional communications support to other departments
- Assist with broader development projects as needed

Job-related knowledge and abilities:

- A high level of creativity
- Attentive to detail and very organized
- Strong writing skills and the ability to produce clearly written and engaging content for letters, emails, social media, and public relations materials
- Fluency in (or the interest and ability become fluent in):
 - Microsoft Office, Adobe Creative Suite (InDesign, Photoshop), Canva
 - Facebook, Instagram, LinkedIn, Twitter, and YouTube
 - Basic HTML and website publishing, especially via Wix
 - Email marketing software, especially Constant Contact
 - Photography and video creation and editing skills are a plus (iMovie, Adobe Premier Pro or other equivalent software)
- Strong understanding of all social media channels and the appropriate methods to use each one
- Ability to use metrics and data to think strategically and creatively about how to improve communications for measuring market penetration and success
- Ability to interface with diverse constituencies, including donors, local community members, and colleagues at all levels of the organization
- Ability (or interest in learning) to use Raiser's Edge database to access essential information
- Ability to manage multiple complex projects simultaneously and consistently meet deadlines
- Ability to function and thrive in a highly collaborative environment
- Ability to manage time effectively and independently

- Demonstrates tact and discretion in preparing, disclosing, and handling information
- Establishes work priorities and remains flexible
- Brand management experience strongly preferred, but not required
- Experience with communications in a non-profit strongly preferred, but not required

Education and Training:

Any combination equivalent to experience and education that could likely provide the required knowledge, skills, and abilities would be qualifying. A bachelor's degree or higher from an accredited institution with a focus on communications, marketing, or relevant field is preferred, but not required.

Compensation and Benefits:

Starting salary is commensurate with experience and other qualifications in the range of \$42 - \$50K. Excellent benefits provided including health insurance, dental insurance, life insurance, retirement benefits, and generous vacation and holiday leave.

To Apply:

If you are interested in this position, please send a letter of interest, your resume, and a graphic design sample to jobs@leapforkids.org using the subject line "Communications Coordinator Application." Writing and graphic design samples can be from previous work or school. If you have questions, you may email your questions to the same email address.

Additional information about the organization is available via www.leapforkids.org.

~LEAP is an equal opportunity and affirmative action employer.~