



## **COMMUNICATIONS AND OUTREACH COORDINATOR**

### **Job Description**

Reports to: Director of Development & Marketing  
FLSA Status: Exempt Salaried – 40 hours per week  
Salary: \$41,000-44,000

#### **Position Summary:**

The Communications and Outreach Coordinator uses social media, print media, website updates, and email to communicate and promote the organization's activities and programs to current program participants and others in the greater Milwaukee area to increase awareness of, and participation in, programs offered by SOA. This position also assists with outreach efforts, grant writing, and donor stewardship to increase resources available for older adult programming.

#### **Responsibilities:**

- Increase outreach and promotion of activities through the use of marketing sources, such as social media, the SOA website, emails, and print media, to promote programming and expand senior center participation.
- Maintain and update the SOA website, Facebook page, and other social media; redesign sites as needed. Create engaging text, image, and video content.
- Take photos at center events
- Produce monthly Connection
- Produce bi-monthly newsletter including layout and contributing to content
- Assist with outreach to Milwaukee area congregations, non-profits, businesses, and government entities, to increase awareness of SOA's programming for older adults.
- Assist with mailings for participants, community partners, and donors.
- Coordinate the development of communication and marketing materials.
- Assist with fundraising and outreach events
- Regularly monitor activity on SOA social media and share data with SOA leadership.
- Coordinate logistics for resource fairs and open houses.
- Coordinate print, email, website, and social media communications to current participants to increase program participation.
- Assist with leveraging relationships with businesses, congregations, government entities, and other nonprofit organizations to produce support for SOA's programs and services.
- Work in conjunction with the Director of Development & Marketing to create a social media strategy and goals to increase outreach and awareness of programs.
- Other duties as assigned.

**Qualifications:**

- Bachelor's Degree in a related field.
- Six months of creating and maintaining a nonprofit or business social media output is desirable.
- Must be computer proficient and be able to learn new software and successfully apply it to SOA's media outreach.
- Excellent oral and written communication skills.
- Foster positive relationships with current and potential business partners
- Demonstrated ability to use social media and other public relations avenues to achieve results.
- Strong skills recruiting and working with volunteers.
- Must be able to work well with people from all cultures and backgrounds.
- Must have a valid driver's license, access to a vehicle, and adequate vehicle insurance.