

## **Communications and Membership Coordinator**

### Job Description

**Reports to:** CCADV Executive Director

**Status:** 32 hours/week, non-exempt (at this time)

The Communications and Membership Coordinator is responsible for planning, developing, implementing and monitoring CCADVs strategic communications strategy. This work includes communicating with Coalition members, media relations, public awareness, Coalition imaging and development of effective messaging. The focus is on increasing the capacity of the Coalition and member programs for effective communication with the public, greater public awareness of domestic violence, and responding to the needs of member programs. Additionally, the Coordinator is responsible for member relations, including outreach, recruitment, retention and implementation of plans designed to cultivate, maintain, and strengthen member ties to each other and to the coalition. The Coordinator may provide some assistance with identifying and garnering resources to support the Coalition's work, primarily in the area of community relations and communications.

### **DUTIES AND RESPONSIBILITIES**

**COMMUNICATIONS (40%):** Responsible for internal and external communication strategies, media relations, social media presence and the development of communications collateral.

#### Communication with members:

- Develop and implement overall membership communications strategy.
- Create framework/talking points for member programs around a wide array of DV issues.
- Support organizational communications with written information for newsletters, annual reports, website, social media, etc.
- Promote member programs' innovative and best practices.
- Provide technical assistance to member programs on public relations, communications, media advocacy and media relations. Facilitate statewide and local approaches to communications by working with the member agencies.

#### Online communications:

- Manage the structure and content of CCADV website; Develop and execute all communications on the Coalition website and social media outlets. Expand CCADV's social media presence through existing and new social media outlets. Manage CCADV website member log-in accounts, ensuring that registrations are kept updated and new registrations are implemented in a timely manner.
- Analyze data pertaining to website and social media use and effectiveness as related to fundraising and awareness activities.
- Produce the monthly e-newsletter, annual report, and other special reports as needed.

Communication with public: Develop, implement and monitor communications' initiatives that further CCADV's strategic goals and are in the best interest of survivors of domestic violence and CCADV members.

- Assist coalition with the development and implementation of a communication plan that furthers CCADV's strategic initiatives and increases public awareness of CCADV, member programs, and the issue of domestic violence.
  - Develop, direct and coordinate CCADV awareness campaigns and internet marketing programs.
  - Produce and distribute public awareness materials for use by member programs and the public.

- Create communications and media materials and archive.
- Utilize linguistic research to develop communications around how to talk about DV issues.
- Direct and oversee media relations for CCADV
  - Support CCADV in management of all media inquiries.
  - Serve as a CCADV point of contact for media, including initiating and responding to media contacts, following up with, building rapport with and providing relevant information to media.
  - With the CCADV Executive Director, determine CCADV's response to media inquiries and initiation of public statements
  - Write and disseminate news releases as requested.
  - Serve as point of contact for member organizations to respond to and initiate media activities.
- Work in conjunction with Public Policy Director and Executive Director on legislative and public policy issues as necessary.

**MEMBER RELATIONS (35%):** Working with CCADV Executive Director and staff, manage recruitment and retention of CCADV members (organizations and individuals). Communicate with members, non-members and others in a relationship building role.

- Develop and oversee the implementation of a plan for identifying membership needs for support and service by CCADV, including needs assessments, site visits, and surveys.
- Assist in the general planning and implementation of programs designed to cultivate, maintain, and strengthen member ties to each other and to the coalition. Create impactful programs that enhance member engagement.
- Participate in promotion of coalition membership, member benefits and coalition programs and services.
- Solicit new and renewing membership.
- Provide a high level of service including building strong relationships with members, non-members, donors and others. Responds to inquiries and requests.
- Assist CCADV in engaging in effective collaborative relationships with member programs.
- Responsible for timely entry and acknowledgement of all memberships.
- Work with Business Manager to ensure timely completion of administrative tasks related to membership and payment processing, coordination of membership renewals, production of membership reports, updating membership data on website and in other functional systems.
- Write and update membership communications.
- Serve as staff liaison to assigned membership region in Colorado.

**DEVELOPMENT (25%)**

- Assist the Executive Director in researching funding opportunities for CCADV.
- Investigate and recommend revenue-generating and/or value-added partnerships between members and the coalition for the benefit of both.
- Provide assistance with grants management. Facilitate the development, writing, submission, administration and monitoring of some grants.
- Establish relationships with potential donors and participate in fundraising as assigned.
- Maintain a process for tracking and acknowledging all gifts to CCADV. Work with the CCADV Business Manager to manage donations and reconciliation of records.
- Assist with communications for other revenue generating options for CCADV, including writing of direct mail campaigns, solicitation of sponsorships for the annual conference and other activities, and online fund generation.

## **REQUIRED QUALIFICATIONS**

Successful candidates will have a demonstrated understanding of domestic violence and a commitment to ending violence against women, as well as a grasp of domestic violence advocacy, institutional change work and the relationship between violence against women and other forms of oppression. Life and/or work experience providing advocacy to battered women and their children preferred. Minimum of 3 years related experience required.

Qualifications also include verifiable skills in communications and resource development. Minimum of 3 years in communications, public relations or equivalent experience. Qualified candidates will have excellent oral, written and interpersonal communication skills. Experience with successful grant-writing preferred.

Ideal applicants will have the ability to work independently and as a team member. Must possess strong organizational, critical thinking and analytical skills, as well as an attention to detail. Ability to manage multiple projects and consistently meet deadlines is required. Also essential is a high level of individual initiative and creativity, and experience working with diverse populations. This position will be obligated to periodic statewide travel. Must have own car and proof of valid driver's license and insurance.

Bilingual (English and Spanish) preferred. Bachelor's degree or equivalent experience.

## **SALARY AND BENEFITS**

Salary range for this 32 hr/week position is \$30,500 - \$33,200 depending on experience. Excellent benefits including health care coverage (vision and dental included), paid holidays and accrual of paid time off (PTO), mileage reimbursement for statewide travel (or vehicle rental) and office building parking.

*NOTE: This job description is not intended to encompass all functions and qualifications of this position; rather, they are intended to provide a general framework for the position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by a person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements to the work of the Coalition and are subject to possible modifications to reasonably accommodate individuals with disabilities. CCADV is an equal opportunity employer.*

**To Apply:** Please send your resume and cover letter by November 18, 2013 to:

Colorado Coalition Against Domestic Violence

Re: Communications and Membership Coordinator

1120 Lincoln Street, suite 900

Denver, Colorado 80203

Or via email to:

[ewallace@ccadv.org](mailto:ewallace@ccadv.org) (include Communications and Membership Coordinator in your subject line)