



## Communications Coordinator

### ORGANIZATION DESCRIPTION:

Coosa Riverkeeper is a 501(c)(3) non-profit organization located in the Coosa River watershed with an office in Mt Laurel, Ala. We work to protect, restore, and promote the Coosa River and its tributaries in Alabama. Working in over 5,000 square miles of Alabama with 220 miles of the Coosa River, our three programs work to improve water quality and protect public health. We do this by patrolling the waters, educating the public, and advocating for the river and its users.

### JOB DESCRIPTION:

The Communications Coordinator (CC) supports all communication, development, and fundraising efforts including donor engagement, marketing, and all events (including weekends). The CC would be responsible for creating various forms of content, such as social media, newsletters, blogs, email content, and more. The CC reports to the Director of Community Engagement.

### ESSENTIAL JOB FUNCTIONS:

#### Donor Engagement

- Assist in maintaining the contact/donor database, Network for Good
  - Donor Solicitation: monthly, quarterly, and annual appeals via email and postcards
  - Donor Engagement to show impact of gifts
  - Managing deactivated donations and expirations
- Draft email communications monthly (or as needed) on Network for Good with oversight from the Director of Community Engagement including a monthly or quarterly correspondence to membership
- Create segmented donor lists with specific content for targeted for: donor levels, types, and interests, with the goal to grow gifts and maintain open communications

- Creating monthly donation reports for the Director of Community Engagement
- Develop How-Tos for development related activities

### Resource Development

- GRANTS
  - Assist with creating a grant calendar and oversee the deadlines and reporting for all program related grants
  - Support the Director of Community Engagement and Program Director by writing or editing grants to support existing and/or expanding programs.
- EVENTS
  - Assist with the organizing, sponsorship, and promotion of the variety of events hosted by the organization, including collaborative events with other organizations including AirWave, career fairs, and the Watering Hole Series.
  - Identify and solicit sponsorship opportunities for events that support Coosa Riverkeeper's programs.

### Outreach

- Social Media
  - Create social media content to represent the organization for major holidays, events, merchandise, and programs
  - Managing the social media goals, calendar, and content with the supervision of the Director of Community Engagement
  - Grow social media following and calculate metrics during Fish Guide and Swim Guide program seasons
  - Create program related infographics, blogs, and visual content to explain the work conducted by Coosa Riverkeeper
  - Inviting new social media followers
- Maintain the Press Mentions for Coosa Riverkeeper
- Help work weekend partner events or tabling events across the Coosa Watershed such as the Kymulga Grits Festival, Columbiana Cowboy Festival, and more!
- Writing monthly newsletters for recurring givers
- Creating and sending packets for new Coosa Riverkeeper members
- Helping plan and execute the end-of-year giving campaign and other special appeals.

### General Organization Assistance

- Assist staff in managing office space by identifying general supply and facility needs
- Support all development related printed or digital mailings such as special appeals and end of the year appeals

- Respond to any public questions via phone, social media, website, etc.
- Recruit, manage, and engage volunteers as needed for events, field work, and outreach efforts

**KEY CHARACTERISTICS:** being a part of the Coosa Riverkeeper team means being a good listener and collaborator, one who can work in diverse settings and with diverse populations. A successful team member:

- is coachable, including taking and receiving actionable feedback
- is very organized and has the ability to multi-task on projects
- is a self-starter who produces high quality work
- has great attention to detail
- has a strong work ethic to ensure tasks are completed efficiently and accurately
- is a critical thinker with the ability to meet short-term and long-term goals  
shares our sense of urgency in improving water quality and protecting public health
- believes that everyone has a right to clean water

## **BENEFITS**

Being a part of the Coosa Riverkeeper team gives you some great opportunities to grow as an individual and in your career as you protect the Coosa. Our benefits and perks include:

- generous vacation and leave policy, flex-time as compensation for occasionally working nights & weekends
- opportunities to participate in local and regional conferences
- relaxed, dog-friendly office environment
- staff retreats and outings on the river
- ability to sleep well at night knowing you're doing good work
- pro deals on 100s of outdoor brands like Patagonia, Mountain Khakis, etc.
- professional development to support your career goals

**COMPENSATION:** This is an Americorps VISTA position through UAB. VISTAs commit to a year of service, working 35-40 hours a week. UAB VISTAS receive a monthly living allowance of ~\$900 after taxes, healthcare benefits, non-competitive eligibility for federal jobs, a choice of an education award or an end of year stipend and more.

## **KEY PRINCIPLES OF VISTA:**

1. Ending poverty: All VISTA activities must lead back to addressing the root causes of poverty for specifically defined communities of low-income and vulnerable individuals.
2. Empowering communities: When applying for AmeriCorps VISTA resources, project sponsors must describe how they will engage residents of the low-income community in planning, implementing, and sustaining the project.

3. Building capacity: Capacity building activities expand the scale, reach, efficiency, or effectiveness of programs and organizations.
4. Creating sustainable solutions: VISTA is a temporary resource and all VISTA outcomes are designed to continue long after the last AmeriCorps VISTA member has finished their term of service. VISTAs develop systems, relationships, and knowledge which they transfer to the organization and the community to sustain over the long-term.

LINK TO APPLY ON THE AMERICORPS WEBSITE -

<https://my.americorps.gov/mp/listing/viewListing.do?fromSearch=true&id=117007>

*All Coosa Riverkeeper employees and interns are expected to follow general employee policies and procedures found in the employee handbook. In addition to the position responsibilities stated above, these include maintaining a healthy and productive workplace in the office, lab and field, as well as contributing to the overall maintenance and wellbeing of the workspace.*