



Communications Coordinator

Job Description

Reports To

Development Director

Basic Function

Under the direction of the Development Director, the Communications Coordinator will create fundraising materials, e-mail content specific to appeal campaigns to motivate and inspire donors on behalf of FCWS. CC will oversee and implement all social media both client and donor-facing.

Principal Responsibilities

Essential Duties and Responsibilities:

Communications:

- Plan and execute a communications schedule to donors to keep them informed of issues at hand while maintaining a balance of heartwarming pieces as well as informative content.
- Stay abreast of pro-life issues, and marketing strategies to serve as an information bearer to donors and potential clients.
- Publish digital marketing content online.
- Determine what content will reach customers.
- Scale campaigns to maximize ROI.
- Oversee blog posts and volunteer stories for video and recording.
- Oversee client story production for both print and video.
- Regular upkeep of donor and client websites.

Social Media Coordination and Strategy:

- Understanding KPIs and defining them specifically for social media.
- Plan and execute social media schedules for donor and client platforms including but not limited to: Facebook and Instagram.
- Monitor social media and email response analytics.

Brand (Design) Management:

- Manages and oversees all respects of marketing to donors and clients (both electronic and print materials) to instill brand continuity and quality across all print/digital communications and assets.

Professional Development:

- Maintains skill levels in technology tools required to perform job requirements.
- Utilize this to help FCWS stay ahead of the curve in trends in best practices to communicate to donors and potential clients. (i.e. use of apps verses texting/emailing and cost-benefit of email newsletters verses traditional mailing).

Client and Donor Marketing Campaigns:

- Leading marketing campaigns from the idea stage through to their execution and implementation. (monthly email blasts, targeted email blasts regionally and to churches, design of Newsletter)
- Monitoring and evaluating online and email media campaigns to keep them fresh and effective.
- Collaborate with Center Directors and key staff members related to targeted communications (regional/event specific).

Qualifications:

- A Bachelor's Degree or equivalent experience in marketing and development is preferred.
- Three to five years of experience at a Christian/nonprofit agency is preferred.
- Strong written and oral communication skills.
- Experience with email marketing.
- Well-versed in the use of social media as a marketing tool.
- Be a committed Christian who demonstrates and personal relationship with Jesus Christ as Savior and Lord. Exhibit a strong commitment and dedication to the Pro-Life position. Agree with and willing to uphold the Statment of Faith, Core Values, and policies of FCWS.
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.)
- Other tools like Canva, Figma, Sketch, or CorelDRAW for specific design needs.

Skills & Abilities

- Excellent oral and written communication skills.
- Works well with a collaborative, team-based structure.
- Understand SEO and web traffic data.
- Understand social media KPIs and the ability to interpret them for optimal results.
- Ability to manage multiple projects simultaneously, meet deadlines, and coordinate projects with internal and external constituents.
- Ability to manage web page design and publishing.
- Ability to use DSLR camera to photograph, record and edit pictures/videos for promotional purposes.