



## Design/Communications Coordinator

### Job Description

**Part-Time Position (up to 30 hours per week)**

**Reports To:** Business Operations/Executive Director

**Organization Membership:** Support Team

**Starting Compensation Range:** \$15- \$17/hr

### OVERVIEW

The Communications Coordinator is responsible for amplifying the positive impact of Big Buddy by managing and executing the organization's internal and external communications strategy. This role is focused on sharing success stories, program highlights, and opportunities available through Big Buddy across various social media platforms, including Instagram, Facebook, LinkedIn, and the Big Buddy website. Additionally, the Communications Coordinator will ensure that parents receive timely program announcements, particularly related to afterschool and summer programs. This position also plays a key role in promoting fundraisers and volunteer opportunities in collaboration with the Development Team, Volunteer Coordinator, and the Experience Team Manager.

### ESSENTIAL FUNCTIONS

- Collaborate with the Development Team, webmaster, and Engagement Coordinator to develop and implement a comprehensive social media strategy to showcase Big Buddy's programs and successes.
- Create and maintain content calendar to share with various departments as needed
- Manage and regularly update Big Buddy's social media platforms, including Instagram, Facebook, LinkedIn, and the organization's website.
- Create engaging content, including posts, images, videos, and stories that highlight the organization's impact and activities.
- Coordinate with program staff to ensure flyers and announcements are distributed to parents for all afterschool and summer programs.
- Work closely with the Volunteer Coordinator and Experience Team Manager to publicize fundraising events and volunteer opportunities.
- Monitor and respond to social media interactions, fostering a positive and engaging online presence.
- Track and analyze the effectiveness of communications strategies, making adjustments as needed to improve outreach and engagement.
- Collaborate with the Experience Team to ensure consistent messaging across all platforms.

### SCOPE OF JOB RESPONSIBILITIES

#### Relationship Development

The Communications Coordinator must develop strong relationships with internal teams, including the Volunteer Coordinator, Experience Team Manager, and program staff, to ensure that communications are accurate, timely, and aligned with Big Buddy's mission. This role



requires an individual who is both creative and strategic, with a passion for storytelling and community engagement.

### **Leadership and Development**

This position offers significant opportunities for professional growth in the areas of digital marketing, content creation, and public relations. The Communications Coordinator is encouraged to stay current with social media trends and tools and to participate in professional development activities that enhance their ability to effectively promote Big Buddy's work.

### **Special Project/Event Team Committees**

The Communications Coordinator will be an integral part of the planning and execution of special projects and events, particularly in the areas of promotion and public relations. This role will require close collaboration with other team members to ensure that events are well-publicized and that the public is informed of the opportunities and successes associated with Big Buddy.

## **OTHER JOB DUTIES**

- Assist with the design and distribution of marketing materials such as flyers, newsletters, and brochures for various Big Buddy events and activities.
- Provide copy/social media content for community publications for the purposes of promoting stake holders (i.e. Big Buddy programs, people, and/or volunteers) utilizes as resources.
- Support the Experience Team with additional communications needs, including internal communications and community outreach.
- Perform other duties as assigned by the Executive Director that align with the organization's mission and objectives.

## **JOB QUALIFICATIONS**

- College graduate and/or minimum two years' experience in communications, digital marketing, or public relations.
- Strong verbal and written communication skills, with the ability to create compelling content.
- High level of proficiency in social media platforms (Instagram, Facebook, LinkedIn) and content management systems (CMS) for website updates.
- Desire to create engaging content for mentors, donors and parents
- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite) is a plus.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Enthusiastic, adaptable, dependable, with a strong work ethic.
- Experience in community engagement and/or working with nonprofit organizations is preferred.
- Reliable transportation.
- Availability to support occasional weekend events.
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**Potential Applicants are encouraged to send Cover Letter and Resume to:**

[bigbuddy@bigbuddyprogram.org](mailto:bigbuddy@bigbuddyprogram.org)

Please include "Communications Coordinator" in the email subject line for consideration.

To Apply [Click Here](#)