

The Jewish Community Center of Greater Columbus, OH 43209

COMMUNICATIONS COORDINATOR POSITION DESCRIPTION

Position Title: Communications Coor

Dept No: 103000

Department: Marketing

Personnel Code: Support Staff

Status: Non-Exempt

Supervisor: Marketing Director

Mission Statement:

The Jewish Community Center of Greater Columbus is a human service agency offering a varied program that is Jewish in nature. It is committed to enhancing the quality of individual and family life through the promotion of physical, intellectual and spiritual wellness. It provides educational and cultural programs that reflect the Jewish heritage, health related activities and many services to the community at large. Through its wide array of programs, the JCC pursues its mission of strengthening the individual, family and community.

Revised by the Board of Trustees on April 16, 2012

Vision Statement:

The JCC nurtures a passion for Jewish learning and living. Through programs and services, the JCC provides comfortable and inviting environments in which the community can thrive.

Revised by the Board of Trustees on April 16, 2012

Agency Expectations:

- To support the mission of the JCC.
- To insure the highest quality of programs and services and possess a working knowledge of agency programs and services.
- To represent the agency and provide the highest quality of customer service to the individuals and groups with whom you come into contact.
- To welcome, thank and engage JCC members and guests on a daily basis.
- To treat fellow staff with respect.
- To adhere to all policies and practices provided in the employee handbook.
- To wear JCC Staff ID badge and attend appropriate staff meetings.

Position Summary: The Communications Coordinator writes, edits and distributes copy for brand messaging, social media, website content, email marketing, press releases, articles, and stories. Assists in graphic design and web design/development.

Qualifications:

1. **Knowledge and Education - Minimum Required or Preferred:** BA in related field.
2. **Experience – Minimum Required or Preferred:** Minimum one-year experience in similar position.
3. **Special Skills:** Ability to work on multiple projects simultaneously while remaining flexible and responsive to agency priorities and needs. Time and project management skills; ability to meet deadlines. Flexible problem solver and self-starter willing to take on challenging projects and provide creative solutions.
 - a. Detail oriented with impeccable writing, grammar and editing skills.
 - b. Knowledge of social media including Facebook, Twitter, Instagram, YouTube, etc.
 - c. Knowledge of HTML, CSS, and content management systems to format content usable for print, web, and email marketing.
 - d. Strong computer skills, including working knowledge of Microsoft Office Suite and Constant Contact Email Marketing Software.

- e. Experience with Adobe Creative Cloud including: InDesign, Illustrator, and Photoshop. Premiere & Aftereffect is a plus.
- f. Experience using a digital camera for both photos and video generating creative and engaging social media content.
- g. Ability to interface with JCC staff and in a professional manner.
- h. Available minimum 30 hours per week.

Duties and Responsibilities:

- Writes copy for print, media, and internet consistent with brand messaging.
 - Including press releases, articles, and stories.
 - Including agency communications, advertisements, social media content, including Facebook, Twitter, Instagram, and YouTube etc.
 - Posts social media content
- Responsible for the development / distribution of press releases.
 - Adheres to JCC Media Policy.
 - Maintains a list of media contacts and local synagogue and organization contacts.
 - Responsible for distribution of press releases.
- Responsible for posting to lobby digital display.
- Responsible for agency e-newsletter (CenterScene) using Constant Contact Email Marketing Software.
 - Responsible for solicitation of CenterScene content.
 - Authors CenterScene content and proofs for accuracy.
 - Creates CenterScene using web design templates.
 - Distribute CenterScene in compliance with JCC distribution procedures.
- Responsible for updates and maintenance to JCC Website
 - Responsible for solicitation of Website content.
 - Authors website content and proofs for accuracy.
- Contributes to JCC Marketing
 - Collaborates with JCC Departments on Marketing
 - Authors and edits marketing content
- Consistently successful in working on multiple tasks and projects simultaneously within agency priorities.
- Supports Executive Office with professional communications.
- All other duties as assigned.

Acknowledgement:

Employee's Name (Printed)

Employee's Signature

Date of Signature