



Communications Coordinator

FSLA Status: Exempt

Summary

As part of an overall communications and development strategy aimed at increasing awareness and support of ACCT Philly, the Communications Coordinator is responsible for the coordination and execution of a comprehensive communications plan that focuses on brand identity and a positive organizational image rooted in partnership and transparency. By crafting and communicating engaging messaging complemented by high quality photos and designs, the Communications Coordinator delivers ACCT's message in a way that engenders support from the community, via financial contribution as well as volunteerism and partnership, and grassroots reputational support.

Core Responsibilities

- Write a variety of content to support communications and marketing efforts including newsletters, website copy, brochures, social media, direct mail, and press releases
- Assist in the development of a communications strategy to clearly articulate ACCT's mission and values and amplify our message
- Create, manage, and distribute external communications via social media, emails, direct mail, online, media releases, and more
- Collaborate with internal stakeholders to create promotions that are timely and relevant both to ACCT's needs and current events
- Develop beneficial relationships with media channels to help amplify ACCT's message
- Act as spokesperson, as needed, for ACCT media events and opportunities
- Act as the main point person for ACCT Philly media contacts, connected appropriate personnel, and assisting in the coordination of subsequent conversation or activities
- Assist in developing and maintaining regular communications to city departments including City Council
- Create messaging, signage, and other collateral for internal and external use
- Through the provision of design services help craft a recognizable and consistent brand identity
- Manage volunteer activities that support ACCT Philly communications
- Maintain ACCT Philly website and social media platforms, ensuring all information is correct and reflects current organizational activities, brand, values, etc.
- Support special events as needed in a variety of capacities including coordinating promotional activities, planning, and participation
- Monitor analytics and create reports to demonstrate success, challenges, and areas of opportunity
- Stay up to date on industry trends and make recommendations for adjustments to strategy and practice
- Provide training to staff and volunteers on how to best support and participate with ACCT's communication strategy

- Other duties and special projects as assigned by management and leadership teams

Work Environment

ACCT Philly is open to the public 8am to 8pm on weekdays and 10am to 6pm on weekends and holidays. An employee may have as many as 300 interactions with the public in a given day, including with volunteers and rescue partners. The shelter operates at a fast pace, and employees are exposed to odors and high levels of noise while performing their job.

Qualifications

Passion for the mission of ACCT Philly and an ability to articulate it effectively; demonstrated competency with design platforms such as Photoshop, Canva, etc; strong interpersonal and organizational skills; enjoys interacting with people from a variety of backgrounds and experiences and projects a positive worldview as it relates to ACCTs, it's goals, and stakeholders; strong creative, strategic, and organizational skills; highly motivated self-starter who can work independently and on a team; able to train and lead staff or volunteers; demonstrated ability to speak effectively before large groups and communicate effectively both orally and in writing; comfortable interacting with individuals from all cultures, socio-economic backgrounds, and awareness of animal welfare concepts

Education and Work Experience

Bachelor's degree or equivalent required; two (2) years or more of related work experience required; graphic design skillset preferred

Hours/Status

This is a full-time position, averaging a minimum of eight (8) hours per day, forty (40) hours per week. Work schedule including days and hours may vary according to the needs of the organization, may include weekends, nights, and holidays. This position is FSLA exempt status. This is a non-Union position.

Immediate Supervisor: Director, Development & Communications

Introductory Assessment Period

The introductory assessment period runs from the date of hire for 90 days thereafter. For employment in any position with ACCT Philly, this introductory assessment period is the period during which the specifics of the job are learned. During this period, either the employee for ACCT Philly may end the employment relationship without notice or prejudice.

Employment

There is no minimum period of employment guaranteed or implied by acceptance of an employment offer. It is the policy of ACCT Philly that all positions are governed by the needs of the agency, which means that employment is "at will" and for no specified term. Either ACCT Philly or the employee may terminate employment at any time.

