

Communications Coordinator

Exempt

At-Will

THE LINKS, INCORPORATED

The Links, Incorporated is an international, not-for-profit corporation, established in 1946 and based in Washington, DC. The membership consists of 17,000+ professional women of African descent in 299 chapters located in 41 states, the District of Columbia, the Commonwealth of the Bahamas, and the United Kingdom. It is one of the nation's oldest and largest volunteer service organizations of extraordinary women who are committed to enriching, sustaining, and ensuring the culture and economic survival of African Americans and other persons of African ancestry.

INTRODUCTION

The incumbent supports the implementation and coordination of a variety of tasks relating to the communications, marketing, and promotion activities of The Links, Incorporated and The Links Foundation, Incorporated.

CONTROLS

The incumbent works under the supervision of the senior manager of communications and community programs. As an exempt employee, the incumbent is expected to operate within established guidelines, policies and procedures of The Links, Incorporated, and strategic priorities of the Communication Committees. Work is evaluated for effectiveness in meeting expected results and for timely completion of assignments, resourcefulness, and satisfactory support of the national program committee.

DUTIES AND RESPONSIBILITIES

Writing, Editing and Document Creation

- Composes letters (congratulatory/greetings, acceptance/declination, bereavement, etc.) and resolutions on behalf of the national president and executive director
- Writes and/or edits internal and external communications including email blasts for national president, programming, and operational committees
- Edits and formats Executive Council and committee reports, presentations, and handbooks as needed.
- Works with senior manager of communications and communication programs to identify and develop new organizational materials to enhance member and partner engagement.

Annual Chapter Mailing

- Develops project timeline based on distribution date set by national president; communicates timeline with committee and ensures project stays on track.
- Collects documents from contributing committees and edits to adhere to organization's brand standards; follows-up with contributors regarding edits made to submissions.

- Builds out chapter mailing in email marketing platform, obtains necessary approvals, sends to membership.
- Uploads all chapter mailing documents to Members Only section of national website.

Email Marketing

- Under senior manager of communications and community programs guidance lays out and sends various communications to membership each month
- Works with editor of Link to Link e-newsletter to layout and send monthly e-newsletter
- Contributes to the development and dissemination of marketing and communications collateral that promote the organization to internal and external audiences.
- Routinely audits subscriber lists in email marketing platform, Informz, to ensure accuracy.
- Re-subscribes members as requested and conducts annual outreach to unsubscribed members to confirm subscription status.

Social Media

- Serve as primary point of contact of Social Media Committee.
- Keep Social Media Committee apprised of posting needs based on upcoming events, programmatic agenda, awareness days, etc.
- Advise senior manager of communications and community programs of the committee's needs for assets.
- Composes copy and post as needed.

National Assembly

- Supports senior manager of communications and community programs with writing and editing copy for all Assembly print and digital assets.
- Manages chapter ads submissions; confirms receipt of ads; reconcile submissions with payments; communicate with chapters regarding any issues.
- Supports with creation of national president's and executive director's PowerPoint presentations.
- Manages vetting and selection of printers, and oversees the printing and delivery of Assembly materials as needed.
- Coordinates onsite distribution of printed materials to each function and event space/room.
- Supports Communications Committee with photoshoots as needed; ensuring photographers presences at functions; helping assemble photo subjects; coordinating set up of backdrops/step and repeats.
- Supports national officers and committee chairs onsite with updates to presentations as needed.

Additional Key Responsibilities

- Supports senior manager of communications and community programs with ensuring website content remains current and writes copy updates as needed.
- Creates and maintains online repository for organization's images and videos.
- Manages vetting and selection of printers and oversees the printing and delivery of materials as needed.

- Serves as point of contact for communication inquiries from members.
- Ensures communications committee documents remain up to date in Members Only
- Other duties as assigned.

REQUIREMENTS

This position requires knowledge of non-profit organizational processes, policies and procedures as it relates to community service and communication activities.

Other requirements include:

- At least two years of marketing, public relations, media relations or communications experience.
- A Bachelor's degree in journalism, marketing/public relations, communications, business, or related field.
- Strong project management skills
- Excellent written and oral skills
- Proficiency in use of Microsoft Office (e.g., Word, PowerPoint, Excel)
- Knowledge of email marketing platforms a plus
- Knowledge of Photoshop, InDesign, and Illustrator a plus