



# Communications Coordinator

**LOCATION:** Lifesong Office, Gridley, IL

**REPORTS TO:** Creative Director

**STATUS:** Full-time

**FLSA:** Exempt

**BENEFITS:** Yes

**WORKS CLOSELY WITH:** Creative Team and International Orphan Care Site Leaders

## **POSITION PURPOSE:**

This Communications Coordinator position advances the mission of Lifesong through implementing communications strategies with Lifesong for Orphans' key constituencies (advocates, adoptive families, churches, current givers, potential givers, and board members). Working closely with the entire Creative Team, this position is responsible for coordinating Lifesong's content and communication platforms so everything that is produced for copy, the blog, social media, the website, and print material will meet organizational communication goals.

## **PRIMARY RESPONSIBILITIES AND DUTIES:**

- Copywrite for Lifesong
  - Collaborate with others in the organization to achieve brand consistency, coordination of messages, and the highest standards for external communications
  - Work up copy for Lifesong print and digital materials
  - Provide organization-wide e-communications support
- Manage the Lifesong Blog
  - Creatively communicate Lifesong's stories of adoption and orphan care
  - Develop and organize resources geared towards key constituencies
  - Find and curate guest contributors to the blog
- Manage Lifesong's Social Media Accounts
  - Be an active and innovative presence on established and new social media platforms
  - Manage current Facebook and Instagram accounts
  - Design written and visual content specific for these social media platforms
- Coordinate the Content for the Lifesong Website
  - Collaboratively coordinate the creation and updates of web-content
  - Actively monitor Lifesong's online reputation
- Miscellaneous Duties: Performs other duties, as assigned

## **REQUIRED SKILLS:**

- Team-oriented with strong interpersonal communications skills
- The ability to be sensitive to and aware of intercultural dynamics within diverse teams
- Excellent written and verbal communication skills
- Creative thinking and problem-solving skills
- Ability to manage several projects at once
- Familiarity with Windows/Mac operating systems, Microsoft Office, and Adobe Suite
- Ability to learn and leverage Lifesong's CRM (Salesforce) capabilities for Lifesong communications initiatives

**EDUCATION AND EXPERIENCE:**

- Bachelor's Degree, preferably in communications, marketing, English/journalism, or a related field
- 2+ years' of marketing, communications, media, or public relations experience
- Experience managing WordPress websites
- Experience in a non-profit setting is preferred

**CONDUCT:**

This position requires an active commitment to the mission, values, and statement of faith of Lifesong. In the course of performing job duties, Lifesong employees will act in a manner that is Christ-honoring, demonstrating a personal Christian faith and witness in all interpersonal interactions. Conduct that demonstrates the values listed below are required of all Lifesong staff members.

***Honoring God, Humility, Service, Stewardship, & Excellence***

**WORKING CONDITIONS AND PHYSICAL DEMANDS:**

- Tasks are normally conducted in a regular office environment requiring the use of computer and mouse and other standard office equipment.
- Employees will be required to travel and have a valid driver's license and passport.
- There are no specific job hazards, PPE, ergonomic concerns (beyond what was listed above), or transport of hazardous material.
- Employees may need to lift and move up to 35 lbs. on occasion.
- Employees are required to observe safety principles while performing the duties of the position.

**DISCLAIMER:**

This job description is intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of responsibilities, duties, and skills required of personnel in the classification. Work hours may be irregular including performing duties on evenings or weekends.