



Communication Coordinator
Williston

POSITION SUMMARY

In this new position, the Communication Coordinator will have the opportunity to contribute to the Vermont Family Network's (VFN) important mission of empowering and supporting all Vermont children, youth, and families, especially those with disabilities or special health needs. As Vermont's leading family organization, we believe that communication is mission critical in order to reach and connect Vermont families to much needed resources, including VFN's programs and services. A central focus of this role is to expand VFN's visibility and reach to Black, Indigenous, and People of Color (BIPOC) as well as other underserved and rural families. The aim is to raise awareness about VFN's resources that will lead to increased family connections to VFN, state resources, and other community members who have shared living experiences.

QUALIFICATIONS

- Bachelor's degree in communications or 3 years equivalent experience
- Fulfill role as lead communications strategist with the ability to project anticipated communication needs for up to 12 months and plan accordingly
- Experience/knowledge of disabilities/special health care needs and nonprofits
- Exceptional written and verbal communication skills with strong attention to detail
- Strong project organizer who is a self-starter and takes initiative
- Ability to successfully work independently as well as collaborate with other VFN team members
- Strong knowledge of social media platforms and user trends, including Facebook, Instagram, Tiktok, YouTube and Twitter
- Experience working with various software and IT platforms including Microsoft 365 products, Adobe Design Suites, WordPress, Constant Contact, Zoom, Canva, and Salesforce
- Must be fully vaccinated against COVID-19 unless due to medical condition that precludes vaccination or religious objection to the vaccine

PRINCIPAL DUTIES

Strategy & Management

- Create and coordinate annual communications plan to support VFN's mission, vision and values that includes timeline, budget, and measures
- Ensure that VFN's communication plan integrates strategies and objectives to reach BIPOC, rural, and other underserved Vermont families in addition to broader audiences
- Collaborate with VFN's leadership and other team members to identify annual communications and marketing needs to support programmatic goals
- Oversee and maintain VFN's brand image throughout all content creation and across platforms
- Remain up to date with communication trends to inform VFN's strategy
- Establish internal review processes of content during developmental stage
- Ensure all digital media or print materials are ADA compliant and in plain language for accessibility
- Ensure integration of VFN's DEI values throughout external communications

Digital Media

- Develop and implement VFN's digital strategy to increase online visibility and engagement
- Integrate VFN's digital platforms and tools to ensure comprehensive and efficient approach
- Establish and maintain calendars for social media, email marketing and website updates
- Determine baseline and growth measures for digital tools and platforms to demonstrate success
- Increase digital media reach to BIPOC, rural, and other underserved Vermont families
- Create compelling content to support VFN's mission, vision, values, and programmatic goals, including development and implementation of social media posts, production of videos, digital stories, email marketing, and website updates
- Elevate family voices through digital storytelling
- Oversee and maintain VFN's social media, email marketing, and website
- Cultivate relationships with Vermont's traditional and digital media outlets

Print Materials

- Develop written content and design layout for print materials

ADMINISTRATIVE

- Understand, communicate, and carry out the mission and vision of VFN
- Prepare time reports and other paperwork necessary to show communication strategy is effective
- Meet with members of the Leadership Team when needed
- Attend monthly full VFN staff meeting and other necessary meetings to collaborate and implement the communication plans
- Attend Board of Directors meetings when needed
- Participate in staff development activities
- Other relevant duties as needed

SUPERVISION

Reports to VP of Operations

APPOINTMENT

1 FTE, 37.5hours/week, 12 months/year

SALARY Grade C

Base pay \$19.25/hr

Diversity, equity, and inclusion are key values within Vermont Family Network. We are committed to building and sustaining an inclusive, equitable working environment for all our staff. We believe every member of our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, identify challenges, and to discover, design, and deliver solutions that are in alignment with our mission, vision, and values.