



JOB DESCRIPTION

Job Title: Communication Coordinator
Location: 13300 Pond Spring Road, Austin, TX 78729
Reports to: President
Employment Classification Status: Full time, 40 hours/week
\$35,000-45,000
Plus Health benefits

MISSION STATEMENT

Fostering Hope Austin equips families, churches and organizations to transform the lives of foster and adopted children.

KEY ATTRIBUTES

Fostering Hope Austin is looking for a person with strong communications, relationship building and interpersonal skills. This role requires creativity, initiative, and the ability to manage up, specifically working with programmatic staff to draw out and document impact stories and relevant stats on Fostering Hope impact in the community. We seek a Communication Coordinator who can write well and has attention to details and audience needs. It is also imperative that the person in this role has a passion for families, children, churches, and the foster care and adoptive community.

PRINCIPLE FUNCTION

Reporting to the President, the Communication Coordinator will implement the strategy for all communications, website, social media, and mission advancement messages consistently to articulate Fostering Hope's mission.

- Provide follow-up and implement development strategy through email, social media, and hand-written communications.
- Collaborate with the Director of Programs to increase our audience with promotional materials and mediums (paper, website, video, etc) and then maintain the communication systems that would guide the training tracks of individuals, families, churches and organizations,

- Increasing awareness and presence for the mission and ensure that Fostering Hope is viewed as the primary source, disseminator, and conduit of information within a diverse network and constituent base.

KEY RESPONSIBILITIES

Development:

- Engage and develop donor relationships and commitment to sustaining the mission by providing regular updates and appreciation communications
- With support of the President and DOD, implement fundraising communication plans for End of the Year giving, Amplify Austin, monthly donors, sponsorships, and other fundraising opportunities
- Track and measure the level of engagement through promotional communications including Google Ads
- Add new contacts to communications platform (CRM and Engage)

Branding and Creation:

- Maintain files and develop new graphic images to support Fostering Hope branding and programmatic materials
- Work with contract graphic designer when needed
- Create promotional materials (i.e. flyers, slides, media kits, promo items, etc) and manage printing and posting of the materials
- Keep FH branding and message consistent
- Create and maintain social media content (Facebook, Instagram jpgs, photos, graphics, etc)

Communications:

- In partnership with the Director of Programs, DOD and President develop the annual communications plan, and then implement that plan throughout the year
- Promote and increase engagement for Fostering Hope programs through social media, website, strong email and written communications, videos, and other creative outlets.
- Track level of engagement through communications and adjust promotional activity based on outcomes
- Manage the development, distribution, and maintenance of all print and electronic materials including, but not limited to, newsletters, brochures, videos, annual reports, and Fostering Hope's website (WordPress)
- Coordinate webpage and social media maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Maintain and update email trigger series through communication software
- Provide regular maintenance to support our communication software and database (Salsa CRM and Engage)
- Lead a once a month meeting with all staff to learn communication needs
- Collect, archive and share impact stories monthly
- Manage all social media contacts and projects
- Create and manage forms through our communications platform to gather donor and supporter data

Event Support:

- Support coordination of volunteers, speakers, exhibitors, and sponsors during the annual conference
- Implement vision and tone of the conference in partnership with the President and programmatic staff

REQUIRED EDUCATION, SKILLS & EXPERIENCE

Fostering Hope is seeking an accomplished professional who is skilled at Adobe Creative Suite, Microsoft Office Suite, Canva, Teams/Sharepoint, communications software (Salsa Engage and CRM), WordPress. Strong, creative writing and editing skills is required. This role requires a StoryBrand lens in areas such as website content, video creation, newsletters, and donor communications. The ability to take statistical information and transform it into exciting and transformational messages and disseminate it to the right audiences through the best distribution channels is critical.

Specific requirements include:

- Highly collaborative style; experience implementing communications strategies
- Excellent writing/editing and verbal communication skills
- Flexibility and confidence in working with a variety of different people and audiences.
- Sincere commitment to work collaboratively with all constituent groups, including Child Protective Services, nonprofits, churches, community stakeholders, families, staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Participate as a full member of Fostering Hope Austin, adhere to our core values, attend staff meetings, participate in FHA events, and coordinate collaborative activities with other departments as needed
- A desire to learn about foster care, adoptive, and trauma-informed care trends through relevant books, articles, blogs, trainings, and other sources.