



# Children's Advocacy ALLIANCE

## **Position Opening: Communications Coordinator**

The Children's Advocacy Alliance is seeking a Communications Coordinator to help implement its policy work and community engagement strategies in the areas of children's health, safety and school readiness.

## **ORGANIZATION BACKGROUND**

Children's Advocacy Alliance is an independent voice dedicated to achieving public policy wins in the areas of children's safety, children's health and school readiness. The Alliance creates lasting change by tackling the biggest issues that kids and families face by:

- bringing people together to build consensus around priorities and to leverage our collective strength toward real reform;
- collecting, analyzing and sharing research and information with people who make decisions impacting Nevada's children and families; and
- building public will through education, outreach and advocacy to solve expansive and chronic problems facing kids and families.

## **POSITION DESCRIPTION**

The Communications Coordinator reports directly to the Executive Director and will oversee all digital communications initiatives at the CAA. This includes developing, expanding and promoting messaging for CAA and related projects via social media, websites and through other written and visual communications strategies. The ideal candidate will have experience with social media (Twitter, Facebook, Instagram, etc.), website design, graphic design, and digital marketing. The Communications Coordinator will assist in developing and implementing communications plans with guidance from the Executive Director and the CAA Marketing committee when appropriate. Additionally, the Communications Coordinator will measure and document the impact of social media and web presence, and then suggest action-steps to increase impact – flexibility and creativity are essential. On occasion, the Communications Coordinator will be required to write media advisories and/or releases, and newsletter articles pertinent to current child advocacy initiatives nationally and within the State of Nevada.

## **DUTIES AND RESPONSIBILITIES INCLUDE (but not limited to):**

Responsibilities include (but are not limited to):

- Contribute to strategic communications plan
- Maintain and update CAA social media profiles and webpages

- Assist in writing articles and researching information for monthly e-newsletters
- Upload videos, photos, etc.
- Track growth and impact of digital marketing efforts including media buys and social media; report findings to the team
- Collaborate with team on new ideas and non-traditional marketing and communications opportunities
- Attend and participate in marketing committee meetings, as appropriate

Skills and attributes required:

- Excellent written and verbal communication skills
- Ability to develop a detailed strategic communications plan
- Website design and development
- Experience in digital marketing
- Graphic design – familiarity of Photoshop and/or other graphic design software
- Social media – Facebook, Twitter, LinkedIn, YouTube, Pinterest, blogs, etc.
- Perform all other duties as needed and assigned by the Executive Director.

The Communications Coordinator must have reliable transportation to attend meetings and events in the community and must be willing to work some nights and weekends as needed.

#### **HOW TO APPLY**

The Communications Coordinator is a full-time, grant-funded position based in Las Vegas or Reno, NV. Children's Advocacy Alliance offers competitive compensation, commensurate with experience, and a benefits package.

To apply please send resume, cover letter (including salary requirements) and sample projects (websites, social media pages, graphic designs) to [jobs@caanv.org](mailto:jobs@caanv.org), subject line: Communications Coordinator. **We are seeking to hire this position immediately**, as such this announcement will remain posted only until the position is filled.

**No phone calls please.**

Children's Advocacy Alliance values diversity and is an equal opportunity employer: women, minorities, and people with disabilities are encouraged to apply. Please note that only those individuals whose qualifications match the current needs of this position will be considered applicants and will receive responses from Children's Advocacy Alliance.

For more information about Children's Advocacy Alliance, please see our website: [www.caanv.org](http://www.caanv.org)