JOB DESCRIPTION

Job Title:	**Communication Coordinator**	**Job Category:**	Contract / Freelance
FLSA Status:	Contractor/1099	**Position Type:**	Part Time
Reports To:	Executive Director	**Supervises:**	No one
Pay Scale:	Hourly, as determined by contract		
Expected Schedule:	As needed		

POSITION SUMMARY

Under the direct supervision of the Executive Enchantment Director, the Communication Coordinator is responsible for telling our story to the public and growing our community. We'd like to educate visitors about the organization, events and workshops. You'll run our social media, produce our e-news in collaboration with the team, and build relationships with local and regional media. Overarchingly, you'll collaborate on and carry out the strategic vision for the public-facing pieces of the organization. This is a part-time, independent contractor role of 5-25 hours/week.

ESSENTIAL JOB FUNCTIONS | RESPONSIBILITIES, TASKS, DUTIES

To perform this job successfully, an individual must perform these essential duties satisfactorily:

General:

- Work with the EED to set goals, key messages and calendars for all events, installations, and campaigns.
- Work with and continue to hone the RAS Brand including voice (playful, joyful, silly, enthusiastic, unique) and visual (colorful, playful, magical, bright colors. Prioritize professional quality images that showcase faces experiencing art or highlight the art itself)
- Be prepared to adapt messaging and communications quickly in case of changing event conditions (weather etc.)
- Aim to deepen our communication with our existing followers, prioritizing local attendees to our events
- Other duties/responsibilities as assigned

Social Media: Plan, write and schedule posts/events across Instagram, Facebook, and LinkedIn

- Create simple graphics, photos and short videos, or adapt materials we provide, using our professional photograph catalogue and other sources for images
- Respond to comments and messages, and grow engagement with our community and partners
- Track basic metrics and share a short monthly summary of what's working

Events:

- Attend, collect images and post during our in-person art events

E-Newsletter:

- Design and send our [~2x monthly] e-newsletter using Mailchimp
- Gather stories, updates and event news from staff and volunteers
- Keep the subscriber list(s) tidy; Track open and click rates

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- Twice annual metrics of what's working

Media Relationships:

- Write and distribute press releases and media advisories for events, milestones and announcements
- Build and maintain a list of local and regional media contacts
- Ensure events are on local calendars
- Pitch stories, coordinate interviews and serve as a first point of contact for media requests

EXPERIENCE AND EDUCATION REQUIREMENTS

- No specific training necessary, but proof of prior social media management and examples will be requested.

PHYSICAL REQUIREMENTS

The physical demands described here are representative of those Essential Job Functions and must be met by an employee for successful performance. Reasonable accommodations may be made to enable individuals with disabilities to perform the Essential Job Functions.

- Must be a clear communicator within the English language (spoken and written)
- This position is very active and requires employees to frequently stand or sit for long periods of time
- Regularly required to walk, kneel, stoop crouch, reach, lift, carry, push and pull

KNOWLEDGE, SKILLS AND ABILITIES

KNOWLEDGE: (BODY OF INFORMATION NECESSARY TO PERFORM THE JOB)

- Knowledge and passion for artistic experiences, visitor service, and community

SKILLS: (LEVEL OF PROFICIENCY)

- Language skills – capable of reading and writing the English language in a professional manner, using the Random Acts of Silliness voice
- Organization skills – maintaining tasks and objects in a logical arrangement so they are easily located
- Problem-solving skills – discovering, analyzing and fixing issues that need attention
- Photography and Videography proficiency - ability to document events & installations in a visually captivating way

ABILITIES: (CAPABILITIES)

- Communication – capable of positive communication using verbal, written and body language, openness to feedback
- Concentration – to work with accuracy, with minimal supervision and make appropriate decisions
- Teamwork – work with diverse individuals/ employees and still accomplish company and personal goals, collaborates with RAS core team and super staff

COMPETENCIES:

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- Completes projects completely, satisfactorily and in a timely manner
- Ability to apply knowledge, skills and experience to solve common problems on the job
- Attendance & Punctuality – consistently at work and on time
- Dependability – Follows instructions, asks necessary questions and responds to management direction
- Communication – Speaks and writes clearly, persuasively in positive or negative situations
- Flexibility – Change is accepted and embraced
- Teamwork – Balances team and individual responsibilities
- Presentation – Delivers flawless information to potential and current visitors of product offerings
- Sales – Understands target clients and how to maintain a satisfied visitor relationship
- Problem Solving – Weighs the options against outcomes and determines the best solution

DISCLAIMER AND ACKNOWLEDGMENT

This job description is only a summary of typical functions and essential duties being performed by individuals assigned to this position. The actual duties, roles and responsibilities may differ slightly from this job description is not intended to be an exhaustive list. In signing this form, I understand the position's requirements and I acknowledge that I can satisfactorily perform these essential job functions as outlined above.

Contractor's Signature		Date:	
Contractor Name			
Approved By:		Date:	
Last Updated By:		Date:	