



## **Communications Coordinator**

### **Part-time Position Description**

The Communications Coordinator will work closely with the Director of Marketing and Public Relations to successfully implement the Harriet Beecher Stowe Center's communication and marketing plans. This position reports to the Director of Marketing and Public Relations.

#### **Responsibilities:**

- Draft and distribute press releases and calendar listings.
- Organize, maintain and update media lists
- Coordinate social media postings with relevant staff. Monitor and report social media analytics.
- Coordinate and process updates to web site. Review and report website statistics.
- Respond to inquiries from media for institutional program and event information, drafting copy and supplying images.
- Draft E-news and E-blasts, editing and/or drafting copy and designing in Constant Contact. . . Develop quarterly calendar for staff submissions.
- Organize and manage digital image files for marketing and program use
- Design, produce and distribute printed promotional materials. Support Marketing Director in overseeing outside graphic designers
- Support Marketing Director in managing advertising (work with outside graphic designers; supplying copy drafts and image choices; negotiating placements with vendors; researching opportunities)
- Manage rack card and brochure distribution by direct mail, distribution services and brochure/poster drops.
- Process marketing accounts payable; review budget monthly for variances
- Coordinate special projects and perform additional duties as assigned

#### **Qualifications:**

- Communications experience desired, especially experience with media relations
- B.A. or equivalent
- Excellent writing and verbal skills
- Highly motivated, results-oriented self-starter, enthusiastic to take initiative and work independently and as part of a team
- Proactive in planning and organizing projects
- Excellent computer skills. Proficiency in MS Office and Mac; familiarity with graphic design and image software
- Ability to operate a digital still and video camera, and download and edit image and video files.
- Demonstrated ability to deal with multiple audiences, including the media, colleagues, trustees and members of the public
- High standards of credibility, integrity, reliability and confidentiality.
- Commitment to the mission and goals of the Harriet Beecher Stowe Center