



**Communications Coordinator**  
**10%FTE – 4 hours a week**

**SCOPE OF POSITION**

The Communications Coordinator position is integral to J-Sei’s daily and long range operations. The Communications Coordinator will oversee, strategize, plan, and implement all communications that impact service users, stakeholders, funders and the general public. Website, email blasts, social media, brochures/flyers/newsletters, and periodically attending community events are ways the Communications Coordinator will promote J-Sei. This position will also collect data and information to measure audience growth and continue to improve upon methods to effectively reach seniors, new consumers, volunteers and donors. This position requires a person with creativity and flexibility to market J-Sei’s mission and to expand the understanding and visibility of the agency. This position reports to the Executive Director

**RESPONSIBILITIES**

**Marketing and Communications**

- Promote J-Sei programs, events and fundraising activities and share educational information through the creation, scheduling and managing of outreach and social media content across multiple platforms.
- Plan, regular weekly (minimum) updates and create engaging social media presence that can include Facebook, YouTube, Instagram, TikTok, X, etc.
- Regularly update content to include J-Sei programs/features/events, cultural information, community events and older adult related topics.
- Monitor engagement and respond to comments and messages from followers promptly.
- Design and produce content including print and electronic brochures, flyers and “email blasts” to effectively communicate the organization’s mission.
- Manage email distribution list Mail Chimp.
- Assist in the development and management of the agency’s website to ensure that new and consistent information (articles, links, events, menus, etc.) is posted regularly and communicated clearly and attractively.
- Responsible for organizing, editing and layout of agency’s quarterly newsletter in collaboration with staff.
- Stay informed about industry trends and changes to outreach methods and social media algorithms to optimize content performance.
- Monitor and evaluate measureables such as posts, likes, reposts, shares and program referrals.

**Fundraising**

- Participate in fundraising by assisting with development of materials and promoting events or funding opportunities through multiple outreach methods.



### **Administrative Support**

- Maintain data on the impact of various outreach methods to actual engagement to be used in program improvement, community education and fundraising.
- Perform other related duties as required.

### **QUALIFICATIONS**

- Four year degree or equivalent work experience in a professional environment.
- 2 to 3 years communications experience in administration/small office environment.
- Proficiency with social media platforms, specifically Facebook, Instagram, YouTube, and TikTok.
- Proficiency with Adobe Creative Suite, particularly Photoshop, Premier and After Effects helpful
- Familiarity working with social media analytics to interpret data and inform best practices.
- Excellent communication skills (written and verbal) and exceptional persuasive writing, editing, and proofreading skills.
- Outstanding autonomous time management skills to maintain consistent messaging
- Organizational skills (especially the ability to prioritize and multitask).
- Must be able to work independently as well as part of a team.

### **STATUS**

This is a part-time, non-exempt position with no health care, dental or vision benefits.

This position may be a combination of remote and in-office work.

### **To Apply:**

Please email your cover letter and resume to [Diane@j-sei.org](mailto:Diane@j-sei.org). Applications will be accepted until the position is filled.