



Communications Coordinator

RATIONALE

UrbanKind Institute (UKI) has become one of the most in-demand social science and community-engagement consulting firms in the Pittsburgh region. Our partners and clients recognize the value of our critical, people-centered racial justice perspective and the effectiveness of our community interaction and engagement strategies. In all our work, we work to eliminate barriers to families thriving in over-burdened and under-resourced communities.

We accomplish this work through a variety of projects and initiatives, including two networks that we convene, the Black Environmental Collective (“the Collective”) and Equitable and Just Greater Pittsburgh (“EJGP”). This growth and expansion require us to add an experienced **Communications Coordinator** that supports the ever-changing needs of a growing organization.

PURPOSE OF THE POSITION

The Communications Coordinator’s primary responsibilities will be writing, editing, branding, and public media relations for UKI. The coordinator will oversee publishing of marketing materials, adhering to brand guidelines, and enhancing the outward facing image of the organization, ongoing projects, and initiatives.

Duties include implementation of both internal and external communication strategies, managing social media platforms, email, company websites, and media relations. The ideal candidate has successful experience communicating with audiences of diverse backgrounds and expresses a sincere passion for advancing justice, equity, and inclusion. This position is remote with the requirement to attend in-person meetings within the Greater Pittsburgh region throughout the year.

CORE RESPONSIBILITIES

External Communications

- Promote UrbanKind’s mission, values, and organizational policies to all stakeholders
- Develop 2-year communication strategy for organization related projects and initiatives
- Create organizational press kit (update current branding guide)
- Maintain websites and social media accounts
- Source and write content for press releases, newsletters, social media posts, websites, marketing outreach campaigns, and other external communications, as needed
- Attend meetings and events to capture highlights and moments through photos, quotes, etc.

- Establish partnerships with external communication coordinators/managers, media outlets, journalists, and relevant sources
- Provide marketing support for outreach and engagement efforts
- Collect, manage, and communicate organizational, network, and staff media mentions
- Contribute to the development of low-tech communication options for community outreach efforts

Internal Communications

- Create or update project/initiative press kit and/or branding guide(s)
- Develop materials to educate staff on inclusive communication best-practices
- Assist team members with improving inclusive communication skills
- Perform additional communications research and monitor the progress/efficacy of ongoing communications strategies
- Identify communication needs and to address those needs

DESIRED QUALIFICATIONS

Reasonable accommodations will be made for individuals with disabilities to perform essential duties

Qualifications

- 5+ years, or equivalent experience, with demonstrated results in communications, marketing, and/or project management preferred
- Effective verbal, public speaking, presentation, listening and written communication skills
- Proficient in MS 365 Office, g-suite, social media platforms, website management tools, and other communications software
- Strong analytical, critical thinking, and decision-making abilities
- Experience working with individuals of diverse backgrounds
- Strong work ethic with the confidence to work independently
- Ability to work successfully on multiple projects simultaneously
- Excellent interpersonal skills and the ability to work effectively as a team member
- Ability to perform work with a high level of attention to detail and accuracy
- Strong organizational and planning skills
- Ability to respectfully and effectively engage with staff and external partners, including community leaders and residents

Personal Attributes

The incumbent must also demonstrate the following personal attributes:

- Be honest, respectful, and trustworthy
- Possess cultural awareness and sensitivity
- Demonstrate sound work ethics
- Enthusiastic to learn new skills and to grow as a professional
- Maintain a professional demeanor

WORKING CONDITIONS

Physical Demands

The Communications Coordinator may deliver programs in a variety of locations and may have to transport, lift, and carry equipment and supplies. The work may require long hours sitting and using office equipment and computers, which can cause muscle strain, and may be involved in several high-energy activities. Position requires travel within the region for meetings, training, and special events. Occasional out-of-state travel may be necessary.

Environmental Conditions

UrbanKind Institute is currently operating remotely for our day-to-day function, with occasional in-person meetings and events. It is expected that the person in this position will attend several meetings in the Greater Pittsburgh region throughout the year.

Mental Demands

UrbanKind Institute is committed to the mental and emotional wellbeing of our staff. We strive to prevent burn-out through flexible work schedules and regularly scheduled office days off. We also intentionally support our staff with their personal needs as they arise.

COMPENSATION AND BENEFITS

Salary range: \$45,000 - \$52,000

Compensation is competitive and commensurate with experience. Benefits include health care, 401K, flextime, and paid time off.

This description is a summary of the functions of this position. Other duties may be assigned as needed. UKI reserves the right to review and adjust this job description as business needs dictate.

If you are interested in applying, please submit your resume, cover letter, and recent communications portfolio to Dr. Janora Bey at Jobs@urbankind.org

The initial closing date for applications is Feb 6, 2023. We will begin reviewing applications on February 7 and continue until the position is filled, with an anticipated start date of March 1, 2023.

UKI is an Equal Opportunity Employer

We are committed to providing individuals with criminal records, including formerly incarcerated individuals, a fair chance at employment for which they are otherwise qualified.