



racialunityteam1@gmail.com

603-263-6511

Non-profit 501 (C) (3)

Job Description: Communications Coordinator (Volunteer)

It is the job of the Communication's Coordinator to ensure that RŪT's members and the general public are made aware of RŪT's activities in an effective and timely manner.

- Develop and implement a marketing and communications plan for RŪT and ensure effective and efficient communications with internal and external audiences.
- Evaluate and implement methods of communication effectiveness.
- Develop additional methods of communication including use of new technology. Provide oversight and guidance for the RŪT's website.

Review the strategic plan to ensure that strategies and tactics relevant to the work of the committee are being fulfilled and provide marketing/communications input on future strategic planning processes to ensure that major work of the committee is reflected in the strategic plan. The communications coordinator reports to the Executive Committee

Responsibilities include:

- Develop and implement a marketing and communications plan for internal and external audiences.
- Ensure effective and efficient communications with internal and external audiences.
- Create a Communications calendar to track and prepare for ongoing messages throughout the year.
- Create our biannual newsletter and generate all content for the newsletters by crafting our grantee spotlights, featuring upcoming events and highlighting our volunteers.
- Create content in real time to reflect on what is happening in the communities we serve and in response to events or current affairs in the region or nationally.
- Evaluate methods of communication between national, states, and members.
- Develop alternative methods of communication including use of social media.
- Manage our website and provide oversight and guidance for continuous updates and changes.
- Create graphic designs, including infographics, for use in communications materials
- Track results from all communications efforts and create a strategy to become more effective and impactful in our communication efforts
- Ability to respond to current local and national actions in real time in consultation with staff and at times in collaboration with RŪT's Board of Directors
- Help managing our social media platforms

Estimated Hours: 10 hours per month