



Communications Coordinator

Overall Job Description: Under the direction of the Partnership Development Director, the Communications Manager will help create, implement, and monitor a comprehensive communications plan for the Frederick Rescue Mission. This plan will increase and enhance name recognition and branding of the Mission, engage new audiences to believe in the work on the Mission, capture and communicate the stories of lives being changed through Mission programs, and utilize multiple media outlets in presenting Mission programs to various sectors of the community.

Responsibilities:

- Assists Development team in creating and implementing a communications strategy designed to both solidify the Mission brand as an organization focused on changing lives now and for eternity while emphasizing the breadth of services provided, as well as engage new audiences who are potential donors and/or volunteers.
- Writes a variety of different content to support communications and development efforts, including, but not limited to, newsletters, website copy, and collateral materials and press releases.
- Stays up to date on industry trends and make recommendations for adjustments to communications strategies and practices.
- Researches as needed to underscore case for support, best practices, etc.
- With Information Manager, monitors analytics and create reports detailing the successes and failures of communications campaigns and strategies.
- Social media: content creation, implementation and responding to messages and comments across multiple channels.
- Enforces consistency of branding items such as logos, slogans, and messaging, etc.
- Creates printed materials and presentations for use at the Mission and in the community.
- Responds to media inquiries and maintain relationships with journalists and members of the press.
- Ensures photographs are secured at events and during daily Mission activities.
- Works with Development team to conceptualize and plan press conferences and other promotional events to help keep the organization top of mind.
- Works with Development Team on the planning, managing, and executing of internal and external special events.
- Publicly represents the Mission in the community and speaks to small and large groups.
- Other duties and responsibilities as assigned by the Director of Partnership Development and the Executive Director.

Qualities and Skills Needed

- A personal relationship with Jesus Christ and active participation in a local church.
- Must agree with Mission's Statement of Faith, Mission Statement, Core Values, and Goals.
- Committed to the Scriptures in faith and practice.
- A servant's heart and compassion for those who are lost and hurting.
- 3+ years prior experience working in a marketing or communications role, preferably in a nonprofit organization.
- Four-year college degree preferred, may be substituted by verifiable experience.
- Well organized with time, energy, focus, and tasks. Creative, goal oriented and a team player.
- Ability to thrive in an ever-changing dynamic environment.
- Excellent organizational and project management skills and ability to meet deadlines.
- Must be able to think analytically and strategically.
- Capable of working well as part of a team as well as independently.
- Superior written and verbal communications skills.
- Light graphic design skills desired, but not required.
- Familiarity or experience working with CRM/ donor relations software is an asset.
- Innovation in social media marketing an asset.

Other

- Position is on-site, in person at the Mission's main office in Downtown Frederick.
- Reports to Partnership Development Director
- FSLA Classification: Non-Exempt
- Pay Classification: Full Time
- Occasional weekend and evening hours as required for deadlines and events.

Applications with cover letter to Jasmine Sneed, Partnership Development Director: Jsneed@therescuemission.org