



## **JOB DESCRIPTION**

### **Communications and Outreach Coordinator**

#### **Position Introduction:**

Are you a great communicator, digital media creator, and writer? Would you thrive in a supportive work environment that values your creativity, innovation, and contributions? Perhaps most importantly, are you passionate about serving historically marginalized populations and advancing health equity across Sonoma County and beyond? Then consider a career with the Center for Well-Being!

#### **About the Center:**

Join a team that makes a daily positive impact in the lives of our community members! The Center for Well-Being (Center) is a local non-profit committed to creating a healthier, more equitable Sonoma County for all. Our community-based work advances systems and policies that address health and other inequities, and we have deep partnerships with local NGOs, health care providers, and advocacy groups to advance this work. We support individuals and families to live healthier, more active lives through education, advocacy, and resources – and we have fun while doing it! The Center champions a collaborative, communicative, and creative work culture where each individual is empowered to do their best and valued for their contribution to our mission. We also offer a competitive benefits package and a generous time off policy. Together, we transform lives!

#### **Position Description:**

The Communications and Outreach Coordinator will play a crucial role in developing and implementing strategic communication plans and marketing for the Center for Well-Being. This position will be responsible for building and maintaining strong relationships with stakeholders, promoting the organization's mission, and elevating its visibility in the community. There are four key scopes of work, including: (1) Communications, Marketing, & PR, (2) Event Planning, (3) Fund Development, and (4) Board of Directors Support. Key responsibilities include designing, developing, and deploying public relations outreach through monthly e-newsletters, program marketing materials, social media, website updates, and press releases (including local news outlets and other channels), Coordinating outreach and community events for the organization, managing donor communication and acknowledgement, and backbone communication with the board of directors. The ideal candidate is a self-motivated professional with excellent communication skills (verbal and written), digital marketing expertise, high organizational and planning skills, exceptional customer service, high emotional intelligence, creative thinking and problem-solving skills, and commitment to advancing health equity for all!

**Status:** Full-time, including some evenings and weekends

**Rate of pay:** Non-exempt, \$24 - \$26 per hour (with ample career growth opportunities)

**Mode of work:** Hybrid (some remote, some in-person)

**Benefits:** 100% employer-paid medical and dental, four (4) weeks of accrued paid time off (vacation and sick), 401B plan, and a total of fifteen (15) half and full day holidays. We also offer a flexible schedule, a positive and supportive work culture, and a healthy work/life balance!

**Reports to:** Executive Director

**KEY RESPONSIBILITIES:**

- Develop comprehensive communication strategies to effectively convey the organization's mission, values, and impact.
- Manage all social media accounts, including Facebook, Instagram, LinkedIn, and YouTube to ensure maximum visibility of agency.
- Design and distribute all marketing materials, including newsletters, program brochures, annual impact report, social media posts, and videos.
- Serve as lead liaison with website host and work with team to make frequent updates.
- Cultivate and maintain relationships with media outlets, journalists, and influencers to secure positive coverage for the organization.
- Write and release press releases and secure opportunities to showcase the Center's team and programs in digital, print, radio, television, and other media outlets.
- Support the coordination of a variety of events, including fundraisers, workshops, and community outreach events.
- Serve as lead in event communications, including event promotion, sponsorship requests, guest registration, and donor software.
- Update fundraising campaign and event materials, including sponsorship packet, promotional materials, and event program.
- Serve as key contact with organizations and individuals to promote volunteer and internship opportunities.
- Support the Executive Director and Board of Directors by attending board meetings and taking board meeting minutes.
- Support the team with grant applications and reports.
- Additional duties as assigned.

**Qualifications:**

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field.
- Exceptional written and verbal communication skills.
- Proficiency in digital marketing and social media management, including the ability to work with multiple software platforms and digital tools. Experience with web development and content management a plus.
- Excellent interpersonal skills, customer service, professionalism, and the ability to build and maintain relationships with diverse stakeholders.
- Creative thinking and problem-solving abilities.
- Bilingual English Spanish preferred.

**ADDITIONAL REQUIREMENTS:**

- Current valid California Driver License, proof of insurance, and the ability to drive throughout Sonoma County.
- Ability to work remotely, but also available to attend community events when needed, following any emerging public health and safety guidelines.
- Ability to lift and carry 25 pounds.

**How to Apply:** Interested candidates are invited to submit their resume, cover letter, and portfolio to [kmoreno@nccwb.org](mailto:kmoreno@nccwb.org). Please include "Communications and Outreach Coordinator Application" in the subject line. The Center for Well-Being is an equal opportunity employer and encourages candidates of all backgrounds to apply.