



Literacy Council of Northern Virginia

- Job Title:** Communications Coordinator
- Hours:** Full-time (40 hours/week); some evening and weekend hours
- Reports to:** Senior Director of Advancement
- Purpose:** Execute communication and marketing strategies that result in consistent messaging to build awareness of adult ELLs and promote LCNV.

Summary:

The mission of the Literacy Council of Northern Virginia (LCNV) is to teach adults the basic skills of reading, writing, speaking, and understanding English so they can access employment and educational opportunities and more fully and equitably participate in the community.

The Communications Coordinator is responsible for the internal and external communications for LCNV initiatives, including media opportunities, events, publications, social media planning, and virtual online production.

Communications and Publications:

Work with management team to conceptualize annual communications priorities for the organization. Develop, with supervision, and implement communications plan based on the priorities.

1. Ensure all communications are consistent with LCNV brand and style guidelines.
2. Coordinate messages to target audiences including learners, volunteers, donors, staff, community partners, and media.
3. Create, edit, and disseminate all print, virtual and online collateral and publications including annual reports, Annual Recognition Ceremony Program/Book, academic advertising, quarterly e-newsletters and monthly e-blasts, social media, including Facebook, Twitter, LinkedIn, website and blog posts, and other promotional materials.
4. Support the conceptualization and implement the production of special publicity campaigns and media for special and virtual events.
5. Update contact information and communication preferences of learners, volunteers, donors, community partners, and media in the LCNV Salesforce database as needed.
6. Maintain and manage inventory of promotional materials.
7. Capture, edit, and organize photo and video documentation of LCNV classes, trainings, and stakeholders.
8. Utilize web analytics and Google AdWords to optimize website and social media content.
9. Organize, maintain, and add to catalog of LCNV success stories.

Media and Outreach:

1. Serve as primary media point of contact. Provide telephone support, coordinate tours of the facility, secure TV, radio, newspaper, and online media promotions, and speak to the media on behalf of LCNV as needed.
2. Develop and maintain local and national media contacts, including those with ethnic reach, by making pitch and follow-up calls, and writing and disseminating program and event press releases.
3. Update and maintain media/promotional calendar.

4. Assist with planning and executing LCNV's outreach strategy.
5. Create materials for and participate in outreach events, community meetings, and other efforts.
6. Periodically write and edit remarks and speeches for senior staff.
7. Contribute as needed to overall development strategy, including identifying and pursuing funding and partnership opportunities.

Qualifications:

1. Minimum of a two-year degree and two years professional experience (or an equivalent combination of education and experience) in marketing, communications, design, or related field.
2. Strong attention to detail; excellent oral and written communication skills.
3. Exceptional computer skills, including Microsoft Office, desktop publishing (Adobe CS4, and/or related), Google Analytics, Google AdWords for Nonprofits, Constant Contact (or similar), Database (Salesforce preferred), video/photo editing, and Social Media (Facebook, Twitter, LinkedIn, and WordPress (or similar CMS)).
4. Comfortable developing and fostering favorable media relations.
5. Comfortable collaborating with all levels of staff and Board.
6. The ideal candidate will be a team player, self-motivated, and have the ability to manage multiple tasks with timeliness, high ethical standards, tact, and diplomacy.
7. Demonstrate initiative, creativity, and commitment to the mission of LCNV.
8. Knowledge of current trends in graphic design, technology, media and advertising venues, etc.
9. Possess own transportation in order to attend events throughout the Washington, D.C. metro area.