



COMMUNITY ENGAGEMENT COORDINATOR JOB DESCRIPTION

Reports to: Development Director

Position Summary: Under supervision of the Development Director, the Community Engagement Coordinator performs comprehensive outreach to the community, including social media, for AZCEND and its departments.

Duties include:

- Actively seeks, develops and maintains community collaborations and partnerships. Interfaces routinely with key stakeholders internally and externally.
- Ensures and fosters brand identity. Coordinates marketing, public awareness activities, including the development and/or oversight of updated collateral, website, media and social media outreach, newsletter, annual report and community outreach.
- Promotes each department of the organization in the community with civic groups, schools, and through Facebook page AZCEND Community.
- Plans and executes strong presentations in front of audiences of all sizes, including representing AZCEND at community events.
- Develops, manages, and promotes all food drives, including year-end recognition.
- Coordinates pick-up of food drives, collecting smaller donations as needed.
- Develops social media strategies around all programs within the agency in collaboration with the Development Director.
- Maintains social media channels, including monitoring performing of post schedule strategies. Works to develop the organization by promoting robust social media opportunities.
- Collaborates with supervisors of all departments within the agency to create custom messages, videos and content for social media about each department. Assists with development and coordination of event-related social media.
- Creates and develops content for multiple online fundraising campaigns throughout the year.
- Schedules daily posts across all AZCEND social media platforms (Facebook, Twitter, Instagram, and LinkedIn) and to include evergreen messages.
- Monitors, tracks and reports results on weekly and monthly engagement and conversions via social media.
- Develops, creates, and executes monthly electronic newsletter.
- Maintains and develops website content.
- Demonstrates continuous effort to improve operations, streamline work processes.
- Exercises confidentiality, sensitivity and professionalism and upholds organization values and goals.
- Participates in on-going training and professional development.
- Works as a team member.
- Other duties as assigned.

Qualifications and Experience:

- Bachelor's Degree in preferred related field such as marketing, communication, public relations and 2 years work experience.
- Demonstrate effective oral and written communication skills and ability to interface with internal and external partners.
- One year work experience with outreach and social media skills: posts, stories, utilization.
- Strong public speaking and presentation skills

- Strong computer skills including Internet, database management, and Microsoft Office applications (Word, Excel) and internet-based applications to include social media.
- Evening and weekend work required at times.
- Strong organizational skills.
- Works well independently with minimal supervision.
- Valid Arizona Driver's License, current automobile insurance and vehicle to use in performance of job.
- Ability to obtain a Level 1 Fingerprint Clearance Card.

Please email cover letter and resume to dara@azcend.org