

SOAR

Strategic Communications Coordinator

Position

The Strategic Communication Coordinator will oversee SOAR's external strategic communication plan. Reporting to the Chief Operating Officer, the Strategic Communications Coordinator will provide guidance and support for the following areas of SOAR's communication efforts: website, e-newsletter, annual report, positioning and marketing collateral, social media, press releases, video scripting/storyboarding, and media contacts. We are looking for someone who can be both strategic and hands-on and someone who thrives in a fast-paced setting.

Responsibilities

- Implement and adhere to SOAR's communication and digital media strategy playbook that describes desired activity and performance metrics in detail.
- Manage the day-to-day operations of all communications (internal and external) channels
- Coordinate clear communication and direction to SOAR contractors supporting marketing, communication, and convenings.
- Generate external content on various channels and platforms that engage and inform audiences.
- Leverage tools and best practices to target and identify appropriate audiences to drive results.
- Implement the organization's social media strategy.
- Maintain and/or manage SOAR's email marketing contacts and segmented lists to ensure data is accurate.
- Track and measure success through analytic tools that validate the organization's impact, reach, and return on investment (ROI).
- Create, plan, and distribute SOAR's official periodic communication, including but not limited to our monthly newsletter.
- Ensure SOAR websites are up to date and that external links are live.
- Submit monthly marketing reports to the SOAR Chief Operating Officer.
- Work with the Executive Director and Chief Operating Officer to align the communication plan with quarterly organizational priorities.
- Attend semi-annual professional development in order to sharpen skillset and increase capabilities further

Expectations

- Follow and trust the process as laid out in the Digital Media Playbook.
- Strive for excellence in every creative task.
- Embody SOAR's mission and core values.
- Follow SOAR's Digital Media Playbook process.
- Meet and exceed organizational OKRs.
- Possess a willingness to get into the trenches and work with urgency and excitement to meet or exceed desired outcomes.
- Be prompt and concise with external and internal communication.
- Be a team player.
- Be coachable and open to feedback.
- Be all-in on the future of Appalachia Kentucky.
- Attend required team meetings.
 - Weekly team meeting.
 - Weekly 1-1 with Chief Operating Officer

Knowledge, Skills, and Abilities

- Ability to communicate in a collaborative and fast-paced environment.
- Excellent time management skills.
- Proficiency with computer programs such as Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premier, and Canva.
- Proficiency with website design, specifically WordPress.
- Ability to be clear and concise in communication, while engaging and driving action among desired audiences.

Qualifications

- Bachelor's degree from an accredited institution.
- 1-3 years experience in journalism or professional/technical writing.
- 1-3 years of experience maintaining websites.

Culture and Core Values

SOAR's mission is simple: to return Eastern Kentucky back to economic prosperity. Our team culture is anchored by putting the interests of Eastern Kentucky first in all that we do.

We believe treating others how we want to be treated is always within our control. Our core values include faith, selflessness, grit, integrity, and empathy. We do our best to exemplify these daily in our interactions with each other and with external partners.

Why SOAR?

The SOAR organization offers a chance to be part of a movement that's bigger than any one of us individually. Eastern Kentucky's challenges won't be solved by others. It's going to take us to come together to find the solutions. Through communications, collaborations, and convenings, SOAR is on the front lines helping to get the right people in the right rooms to ensure the future of

Eastern Kentucky burns as bright as ever.

SOAR offers a competitive salary along with the following benefits:

- 100% paid individual health insurance.
- SIMPLE IRA retirement plan.
- Cell phone stipend.
- Mileage reimbursement for work-related travel.

Apply Now

Email a cover letter, resume, and salary history to hr@soar-ky.org.