



EDA Recompete – Management, Equity, and Governance – Communications Coordinator

Shaping Our Appalachian Region (SOAR) is hiring a full-time Communications Coordinator for its *Eastern Kentucky Runway* project, which connects prime age employment gap (PAEG) individuals to employment opportunities. This role will be responsible for developing and implementing communication strategies to share information, engage stakeholders, and raise awareness about the grant initiatives and their impact. Your expertise in communications and outreach will be essential in amplifying the reach and visibility of our grant-funded activities. This is a grant-funded position serving 12 SOAR counties: Bell, Floyd, Harlan, Johnson, Knott, Knox, Leslie, Letcher, Magoffin, Martin, Perry, and Pike.

This position will report to SOAR's Marketing & Communications Manager.

Duties and Responsibilities

1. Develop and implement comprehensive communication strategies and plans to effectively share information, updates, and success stories about the grant initiatives with internal and external stakeholders.
2. Create engaging and compelling content for various communication channels, including websites, social media platforms, newsletters, press releases, and presentations, to raise awareness and generate interest in the grant projects.
3. Collaborate with project managers, program coordinators, and other stakeholders to gather information, stories, and data related to grant activities and outcomes, and transform them into compelling narratives and messaging for communication materials.
4. Manage and maintain digital communication platforms, including websites, blogs, and social media accounts, to ensure they are regularly updated with relevant content and reflect the mission, vision, and impact of the grant initiatives.
5. Coordinate the design, production, and distribution of print and digital communication materials, such as brochures, flyers, reports, and infographics, to effectively communicate key messages and achievements of the grant projects.
6. Cultivate and nurture relationships with media outlets, journalists, bloggers, and influencers to secure media coverage and placements for grant-related stories, events, and announcements.
7. Plan and organize virtual and in-person events, workshops, webinars, and conferences to engage stakeholders, share information, and facilitate networking and collaboration among project partners and participants.
8. Monitor and analyze communication metrics and analytics, including website traffic, social media engagement, and media coverage, to evaluate the effectiveness of communication strategies and inform future planning and decision-making.
9. Provide training and technical assistance to project staff and partners on communication best practices, branding guidelines, and storytelling techniques to enhance their ability to effectively communicate about the grant initiatives.

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10. Stay informed about emerging trends, innovations, and best practices in communications, marketing, and public relations, and incorporate relevant insights and strategies into communication planning and implementation.

Expectations

1. Strong writing and editing skills, with the ability to create clear, concise, and compelling content for a variety of audiences and communication channels.
2. Proficiency in digital communication tools and platforms, including content management systems (CMS), email marketing software, social media management tools, and analytics platforms.
3. Excellent organizational and project management skills, with the ability to prioritize tasks, manage multiple projects and deadlines, and work effectively under pressure.
4. Strong interpersonal and relationship-building skills, with the ability to collaborate effectively with diverse stakeholders and foster partnerships and alliances to support communication objectives.
5. Creativity and innovation, with a passion for storytelling and finding unique and engaging ways to communicate complex ideas and information.
6. Knowledge of graphic design principles, branding guidelines, and visual communication techniques to create visually appealing and impactful communication materials.
7. Commitment to diversity, equity, and inclusion principles, with a demonstrated ability to communicate sensitively and effectively across diverse audiences and communities.
8. Flexibility to adapt to changing priorities, needs, and circumstances, and willingness to embrace innovation and continuous improvement in communication practices.

Culture and Core Values

SOAR's mission is simple: grow Eastern Kentucky's population.

Our team culture is anchored by putting the interests of Eastern Kentucky first in all that we do. We believe treating others the way 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. Tackling the challenges facing Eastern Kentucky is going to take all of us to come together to

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find the solutions. Through communications, collaborations, and convenings, SOAR is 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
- Laptop provided
- Annual bonus

Apply Now

Please apply [here](#).

SOAR is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.