



CHILDREN'S ADVOCACY CENTER
OF SMITH COUNTY

COMMUNICATIONS COORDINATOR

REPORT TO: SENIOR DIRECTOR OF DEVELOPMENT

COMPENSATION: COMMENSURATE WITH EXPERIENCE

EXEMPT STATUS: EXEMPT

COMMITMENT TYPE: FULL TIME

BASE OF OPERATIONS: TYLER, TEXAS

SUMMARY:

Children's Advocacy Center of Smith County (CACSC) provides comprehensive services to child victims of abuse and their non-offending caregivers in conjunction with a multi-disciplinary team (MDT) made up of Law Enforcement, Child Protective Investigators, and the District Attorney's office. Working within this team environment, the Communications Coordinator is primarily responsible for providing comprehensive support to the CACSC including, but not limited to, marketing branding, public relations, events, data entry, and fundraising efforts consistent with CACSC branding guidelines and mission.

ESSENTIAL FUNCTIONS:

- Create comprehensive community media plan, including press releases
- Serve as the CACSC media liaison, coordinating interviews and messaging, including referring crisis interviews to the CEO
- Plan and execute digital content related to child abuse awareness, marketing fundraising, and events communication across various social media platforms
- Utilize fundraising software to assist in data entry, donor correspondence, constituent updates and develop reporting
- Design digital and print campaign material related to child abuse awareness and fundraising events
- Participate in the organization of annual, current, and future fundraising events including Bling-O and Women of Courage
- Manage website content, including campaign and special event promotions
- Create Annual Report, brochures and other fundraising materials
- Coordinate Spring, Fall and ongoing Annual Fund campaigns, including Blue Envelope and Turkey Card.
- Assist the Chief Development Officer in coordinating all video projects, from conception to completion
- Assist the Manager of Events in the development and maintenance of event print materials and marketing
- Assist the Director of Resource Management in publicity efforts for Holiday of Hope, In-Kind donation drives, as well as volunteer recruitment
- Serve as agency speaker at community events
- Coordinate community awareness events
- Conduct agency tours
- Attend relevant trainings and conferences as required
- Assist with other duties as assigned

JOB REQUIREMENTS AND QUALIFICATIONS:**EDUCATION:**

- Bachelor's degree in marketing, communications, social work or extensive applicable experience, in a related field

EXPERIENCE:

- 1 to 2 years of experience preferred in print marketing and social media campaigns designed to raise funds and awareness of a cause
- Passion to learn and gain experience in areas of all areas of marketing and communications

KNOWLEDGE REQUIREMENTS:

- High level of written and oral communication skills, organizational skills, computer skills, and collaborative capabilities
- Proficiency with Microsoft, Word, Excel, Publisher, PowerPoint, Canva and/or other design and illustrative programs

INTELLECTUAL AND PHYSICAL REQUIREMENTS:

- Individual should possess tact, good judgment, flexibility, and the ability to work as a team member with individuals from a variety of disciplines
- Maintain positive professional relationships with all center staff, volunteers, interns, and MDT members
- Ability to work well under pressure, multi-task and balance varied requirements noted above and respond quickly to challenges
- Bending, stooping, reaching, and other movements required in working with children. Lifting of office materials (up to 20 lbs.)

OTHER INFORMATION:

- Position involves confidential work with sensitive information about child abuse victims and partner agency personnel at supervisory and front-line levels
- Employment is dependent upon successful completion and clearance of background checks with Department of Family and Protective Services (DFPS), Criminal History, National Sex Offenders Public Website, and E-Verify. In addition, if applicants have lived out of the State of Texas within the past five years they must clear an out of state check and clearance. If hired, retention of the results is retained for five years with re-checks completed every three years.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as exhaustive of all responsibilities, duties and skills required for the position.

If you are interested and meet the requirements for this position, please send a cover letter and resume to ttanner@cacsmithcounty.org