



## Background & Overview

The Communications Coordinator position provides increased capacity for external communications. This full-time, year-round position is budgeted at 2080 hours annually based on a schedule of 40 hours per week. This is an in-person position with the hours of Monday–Friday from 8:30 am–4:30 pm, with occasional evening and weekend hours required to support programs and special events.

## Position Summary

Haystack's Communications Coordinator reports to the Development Director. This position is an integral part of the Haystack team by helping to connect the organization with our community, reach new audiences, and communicate the vision, mission, and values that define the School. The Communications Coordinator is responsible for managing day-to-day communications and digital content across various platforms, including social media and email. The Communications Coordinator must be a creative storyteller who will work as a vital part of the Development team working to promote Haystack's programming and initiatives, support fundraising benchmarks and special events, and draw from archival materials to tell the story of Haystack.

## Overview of Responsibilities

- Oversee Haystack's communications through Social Media and eNewsletters to communicate the School's programming, initiatives, and history following the social media strategy, brand standards, and accessibility guidelines
  - Develop, produce, and share cohesive written and visual content through the School's social media platforms and eNewsletter campaigns
  - Manage real-time engagement on social media accounts
  - Create and maintain an annual communications plan in coordination with the Development Team
  - Research and keep up to date on emerging trends in digital communications and across peer institutions
  - Identify, track, and report on key performance indicators across digital platforms, using analytics to evaluate campaign effectiveness
- Capture high-quality visual content of campus programs; Organize and manage the internal photo archive and digital assets
- Prepare and disseminate press releases to the media throughout the year
- Serve as primary contact for media and press inquiries from local to international publications; develop and manage media inquiries and share press kits as needed
- Prepare display advertising for major publications and local media sources in coordination with the Development Director
- Inform and disseminate information for local calendar of events listings

## Responsibilities in Collaboration with the Development Team

- Assist in the maintenance of archival materials and files
- Support overall brand strategy implementation
- Proofreading and editing in-house content for collateral materials and grants as needed
- Assist with fundraising, cultivation, and marketing events, including the Summer Gala and Session Auctions
- Support public and private campus tours as needed
- Support the programming and community outreach efforts
- Assist in overall organization communications, including responds to general inquiries
- Assist in updating Haystack's website to maintain up-to-date information and consistency
- Track and reconcile expenses related to Communications
- Other duties as required

## Skill Sets & Characteristics

- Background in communications, journalism, public relations, or related fields
- Experience in managing organizational social media accounts
- Experience in photography, videography, and video/photo asset management
- Excellent writing skills and ability for creative storytelling
- Planning and project management skills, impeccable organization, and strong attention to detail
- Experience with Google Workspace, Adobe Creative Suite, Squarespace, Mailchimp, Instagram, and Facebook

## Qualifications

A minimum of five years experience and a Bachelor's degree or equivalent experience in Marketing, Journalism, Communications, Visual Art, or similar discipline is required. The Communications Coordinator is regularly required to work at a computer while performing many of the roles of this position. They must be able to navigate the campus, traverse uneven terrain, and make frequent trips up and down flights of stairs.

Haystack is committed to being an anti-racist organization. Employees must treat all staff members, faculty, program participants, and visitors with dignity, courtesy, and respect.

## Compensation & Benefits

The salary for this position ranges from \$55,000–\$65,000 with additional benefits, including year-round health insurance, retirement with matching employer contributions, and paid time off. All benefits are in accordance with Haystack's employee handbook and personnel policies.

## To Apply

Application review will begin on January 3, 2024, and will continue until the position is filled.

Email a resume, cover letter addressing relevant experience and interest in the position, three writing samples for digital communications, and contact information for three references to Ginger Aldrich, Development Director, at [employment@haystack-mtn.org](mailto:employment@haystack-mtn.org). The email subject line should be "Communications Coordinator, [Your Name]." All attached files must be in PDF format and labeled to include your last name. Applications that do not include writing samples will not be considered. No phone calls, please.

The anticipated start date for this position is no later than March 2024.

## Non-discrimination Policy

Haystack is committed to a culture of diversity, equity, and inclusion. We do not discriminate against any individual or group of individuals based on age, color, disability, gender identification, national origin, race, religion, sexual orientation, economic status, or veteran status. All are welcome.