

## **Seed Savers Exchange Job Description**

**Job Title: Communications Coordinator**

**Department: Marketing, Membership and Development**

**Reports to: Marketing and Development Director**

**FLSA Status: Regular, non-exempt**

**Revision Date: July 1, 2015**

**Summary:** The Communications Coordinator will work with SSE staff and press/media to create and edit the messages that draw people into our mission and cause them to act by joining, buying, donating, sharing or visiting.

### ***Essential Duties and Responsibilities***

1. Create messages as requested for print, email, blog, website, social media - to encourage participation in SSE's mission, including fundraising copy for membership and donor acquisition and retention.
2. Manage content for The Heritage Farm Companion, SSE's membership publication. Managing content will include:
  - a. Brainstorm article ideas
  - b. Request articles from staff, board, members and others
  - c. Write and edit articles
  - d. Create and follow-up on deadlines
  - e. Collaborate with other SSE staff for design, layout and distribution
  - f. Create the digital edition of THFC, including adding links, audio and video extras
  - g. Work with the Fundraising Coordinator on the Annual Report edition
3. Manage social media platforms, coordinating and/or creating engaging content (text, photos, videos) and serving as Admin for each. Keep up-to-date with platform changes. Platforms and frequency of updates include:
  - a. SSE Blog (weekly posts)
  - b. Facebook (daily)
  - c. Twitter (daily+)
  - d. Google+, Pinterest, YouTube and Instagram
4. Manage press and media communication. Serve as media contact for incoming interview/visit requests, generate and distribute press releases, manage press website content, and create press kits as needed.
5. Assist with annual marketing & communication plan, including content creation for newsletters
6. Other communication duties as assigned

## **Qualifications**

A bachelor's degree in journalism, English, communications or equivalent, or a minimum of two years experience working in the communications field is preferred. The ideal candidate will have a proven track record of writing to inform and engage the audience, edit stories for clarity and accuracy, stay up-to-date with social media trends and best practices, produce quality publications, and create and maintain relationships with members of the press/media. The ability to manage multiple tasks well is a must.

### **Writing and Language Skills**

- Solid ability to write and edit articles, fundraising messages, blog and social media posts
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public

### **Social Media Skills**

- Has a passion for SSE's mission and Social Media
- Friendly, patient and responsive
- Creative and detail-oriented
- Is mobile (ability to work in or out of the office)
- Ability to work efficiently and effectively in a fast paced environment.