



## JOB DESCRIPTION

**JOB TITLE:** Community Engagement Coordinator

**FTE:** 1.0

**LAST UPDATE:** October 2023

**SALARY:** \$41,000 annually

**REPORTS TO:** Executive Director

Empower House provides transformative community health services, youth development programs and advocacy opportunities that empower women and girls of color. Empower House envisions a world where all women and girls are empowered to transform themselves, their families, and their communities.

The ideal candidate for this position can share their passion for grassroots community transformation and connect their professional and volunteer experiences to our mission. Our organizational philosophy is based on understanding how sexism, racism, and other forms of oppression intersect, preventing women and girls from attaining their full potential. Women, people of color, LGBTQ and gender non-binary individuals are strongly encouraged to apply.

### **Positions Summary**

The Community Engagement Coordinator is a part of the Development team at Empower House SA (EHSA). They will work in collaboration with EHSA development and programs teams to create and implement an intentional and cohesive brand communication and engagement strategy that will increase EHSA's reach, annual revenue, and volunteer engagement.

### **Responsibilities:**

#### **Communications**

- Consult with programs regularly to ensure that all communications content is aligned with development and evolution of program initiatives and strategies.
- Maintain relevant and up-to-date content on EHSA website using Elementor for WordPress.
- Maintain relevant content on all EHSA social media channels (Instagram, Facebook, TikTok, YouTube).
- Write press releases for events and announcements and send out to major media channels. Establish and grow relationships with news reporters and other media personnel.
- Promote community events in various community calendars available for the San Antonio area.
- Create and send monthly newsletter, eblasts, and text messaging for fundraising efforts and other important announcements.
- Design and implement social media strategy to align with program, fundraising, advocacy, and organizational goals.
- Generate, edit, publish, and share engaging content daily.
- Compose scripts for radio promotions both for programs within EHSA and for partner community organizations.
- Provide accurate translations of all promotional materials from English to Spanish.
- Oversee and manage social media accounts' (Instagram, Facebook, TikTok, YouTube) design; including, but not limited to, timeline cover, profile pictures, answering questions via comments, responding to DM's, interacting with followers on social media, etc.
- Stay up to date with current technologies and trends in social media, design tools and applications.
- Maintain organization website ensuring up to date and relevant information is always available.
- Develop other communications pieces as needed (i.e. promotional videos- to include recording and editing videos)
- Create and order physical assets and other marketing materials, such as brochures, posters, swag, flyers, etc.

- Document events with photo and video for promotional and archival purposes.
- Generate reports on outreach and social media engagement, as needed.
- Share branding best practices with EHSA staff.

### **Advocacy**

- Attend and organize community advocacy events as EHSA's representative.
- Cultivate strong community centered advocacy presence on social media channels.
- Keep staff abreast of local policy that impacts our communities and our work.
- Participate in community engagement coalitions and engage in partnerships with other nonprofit organizations to discuss best practices.

### **Development**

- Collaborate with grants and development officer to organize community events and fundraising pop-up events.
- Provide accurate information about the organization's mission, programs, and activities to the community.
- Plan and implement community engagement activities such as surveys, focus groups, and public forums.
- Collaborate with Grants and Development Officer on signature fundraising events.

### **Qualifications**

- Uphold the Empower House's values of Solidarity, Empathy, Collaboration and Creativity.
- Demonstrates a willingness to cooperate and add to a positive team dynamic
- Bachelor's degree
- Experience with Elementor for WordPress
- Experience managing social media
- Experience with design using Canva
- Experience with written communication including press releases, newsletters, blogs, etc.
- Excellent verbal and written communication skills with exceptional attention to details
- Ability to establish and maintain collaborative relationships with a variety of diverse communities and organizational stakeholders.
- Demonstrate proficiency in computer skills
- Strong organizational skills
- Evidence of successfully planning and organizing work with short- and long-term timeframes.
- Must have the ability to thrive in a flexible, fast paced growth-oriented environment

EHSA provides equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state, or local law. EHSA will provide reasonable accommodations for qualified individuals with disabilities.

