

Communications Coordinator

Casey Cares Foundation

The Casey Cares Foundation provides ongoing, uplifting programs to critically ill children and their family members. Established in 2000, Casey Cares is looking to add a smart, creative, motivated staff person to our team of seven. Casey Cares Foundation is small enough to be agile and able to adjust quickly to changing needs. Yet, we are large enough to have a big impact on the more than 1,400 families that we currently serve. Joining our team means getting the opportunity to not only help deserving families, but also to learn and grow your skill set. We reward creativity and hard work at Casey Cares. The chance to innovate and bring new ideas to the table means that every day can bring something new. Check out Casey Cares website and Casey Cares Facebook Page to learn more about our programs.

Position Overview:

Work to develop and implement an integrated strategic communications plan to advance Casey Cares brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences in target markets.

Specific Duties:

Identify and develop media contacts and relations in the markets that Casey Cares serves – actively engage, cultivate and manage press relationships to ensure coverage surrounding programs, special events, public announcements, and other projects

Write and pitch press releases and media advisories

Work closely with Special Events Coordinator publicizing fundraising events and procuring and managing media sponsorships, advertising and psas

Work closely with Program Director to identify compelling and newsworthy stories of families using our programs

Manage the development, distribution, and maintenance of all print and electronic collateral including the annual report, newsletters, brochures, marketing collateral materials and electronic communications including website and electronic enewsletter, social, media; manage relationships with associated vendors

Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations, event timelines, and other supporting material as needed for self and staff

Manage interns and volunteers to support the communications strategy

Promote a culture of high performance and continuous improvement that values learning and a commitment to quality. Mentor and develop staff using a supportive and collaborative approach on a consistent basis

Develop and implement strategies to build audience, membership, public image, and community support. This includes participation in community outreach presentations

Maintain and update database

Job Qualifications:

One to five years of experience in non-profit sector or in communications

Team player, dependable and strong connection to Casey Cares mission.

Proficiency with Microsoft Office, familiarity with databases

Experience with project management planning, analysis, and problem solving

Ability to multitask and shift priorities as necessary

Strong verbal and written communication skills with the ability to maintain a positive and professional demeanor in fast paced environments

Must be comfortable with frequent local travel and willing to work evenings and weekends as necessary in order to accomplish job responsibilities

Automobile with applicable insurance

All staff and volunteers must be vaccinated and boosted against COVID-19

Knowledge, Skills, Experience:

This position requires a detailed oriented person who can handle many requests efficiently and effectively insuring timely responses. Position involves endless attention to detail, accuracy, and the ability to work on several tasks simultaneously. Specific deadlines must be met on a regular basis. Exemplary people and communication skills are critical. Position requires proactive demeanor and willingness to work with individuals of various backgrounds and ages. Must have the ability to establish new relationships and nurture existing relationships.

Salary and Benefits:

\$30,000 - USD \$39,000 yearly salary

PTO - 15 days to start, additional with seniority

Paid Holidays

Health insurance - 90% employer paid!

Short-term disability - 100% employer paid!

On-site gym (if that's your thing)

Working with a great group of mission-focused people

To apply:

Please submit your resume and cover letter, including salary requirements and position you are applying to CaseyCares@CaseyCaresFoundation.org