



STRONGHEARTS
Native Helpline

Communications Coordinator Job Description

BASIC INFORMATION	
FLSA Status	Non-Exempt
Provisional Period	90 days
Job Title	Communication Coordinator
Location	Eagan, Minnesota
Funding Source	Grant Funded
Position Type	Full-time
Reports to	Communications Manager
Salary/Hourly Rate	TBD

GENERAL POSITION PURPOSE STATEMENT

Organizational Summary:

StrongHearts Native Helpline is a safe, anonymous and confidential helpline for Native Americans and Alaska Natives affected by domestic, dating and sexual violence. By dialing 1-844-7NATIVE (1-844-762-8483), nationwide 24/7, callers can connect at no cost one-on-one with knowledgeable StrongHearts advocates who can provide lifesaving tools and immediate support to enable survivors to find safety and live lives free of abuse.

JOB SUMMARY

The Communications Coordinator promotes StrongHearts Native Helpline as a culturally-appropriate domestic, dating and sexual violence resource across multiple channels and helps execute all communications strategies to ensure consistent branding and messaging. The Coordinator will serve as a support in developing print and digital content, curating social media posts, conducting outreach to Tribal communities and Native organizations, and preparing reports to meet grant deliverables.

ESSENTIAL RESPONSIBILITIES, DUTIES AND ABILITIES

Content creation and social media

Assists with developing and executing communications plan, strategies and campaigns to promote StrongHearts services

Recommend techniques to improve the company's public image

Stay up to date on industry trends and make recommendations for adjustments to communications strategies and practices

Assess and report on the effectiveness of communication strategies

Maintains communications planning calendar, including all content, outreach and social media efforts

Write content for both print and web including the company website, articles, brochures and newsletter

Prepares and edits culturally-relevant copy promoting StrongHearts for printed materials, website, toolkits, newsletters and email

Designs graphics and branded items for marketing StrongHearts services

Prepares and schedules newsletters and social media posts for optimized delivery

Cultivate and build StrongHearts' social media communities (Facebook, Twitter and Instagram, YouTube, LinkedIn, TikTok) with daily engagement

Monitors social media engagement and analytics; evaluates performance and collects audience insights

Explore new ways to engage and utilize social platforms to reach audience

Creates new social media marketing/advertising campaigns

Ensure brand guidelines are used across all internal and external items

Ensure all promotional and marketing materials meet the company's brand identity strategy

Identify and resolve any issues with promotional content in a timely and professional manner

Produce video content, edit and share on platforms

Photography: compose, shoot, edit and utilize photos for all media platforms

Outreach

Conducts outreach in-person to promote helpline at Tribal community events

Cultivates promotional relationships by email, phone and/or in-person, particularly with community and social media influencers

Identifies and seeks opportunities for distribution of promotional materials at local community locations, relevant conferences, trainings and community events

Outreach to Native-centered resource centers and organizations to request updates or to include StrongHearts information on websites

Maintains, responds to email update requests and completes updates for 211 websites

Support and Reporting

Communicates all service-related complaints and concerns to appropriate staff

Prepares mailings of promotional materials

Maintains print materials inventory and orders more materials

Maintains and orders office supplies

Maintains traveling kits and materials

Compiles, tracks, updates and evaluates communications efforts and analytics; prepares written reports

Assists department staff in overall administration and maintenance

Assists with identifying new/emerging trends, conversations and promotional opportunities

Participates in team domestic violence and communications/outreach trainings

Participates in any StrongHearts Team evaluation efforts

Promotes positive public image for StrongHearts as a trusted resource for the Native American community

Coordinate meetings, press conferences and presentations

Monitor analytics and create reports detailing the successes and failures of communications campaigns and strategies

Demonstrates initiative, time-management, and has the ability to be flexible, creative and juggle multiple projects and deadlines

Commitment to support tribal, local, community, volunteer-based delivery of human services by domestic violence programs and shelters

Commitment to the StrongHearts Native Helpline mission, vision and values

A consistent positive solution-oriented response that includes communicating about challenges to the appropriate person in a constructive and productive manner

Intentionally and actively fostering positive working relationships and organizational culture

Ability to work with people from a variety of backgrounds and experiences

Ability to provide support and receive/accept constructive feedback

This description only includes essential functions of the job and does not imply that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instruction and to perform any other job-related duties requested by their supervisor or management

MINIMUM KNOWLEDGE AND SKILLS

Bachelor's degree in journalism, communications, marketing, or other related field, or equivalent experience 2+ years of related professional experience

Preferred work experience working with American Indian and Alaska Native communities.

Preferred work experience with community-based domestic violence/victim assistance programs, human services, social services or related direct client services.

Any equivalent combination of education and experience that will allow the applicant to satisfactorily perform the duties of the job may be considered.

Knowledge of the history of the battered women's movement in the United States and the impact on Native Americans.

At least one year of experience in social media management and analytics and/or outreach to Native American communities and/or Native youth outreach.

Demonstrated expertise in social media, social media advertising, and familiarity with social marketing tools (ex. Hootsuite, Canva).

Proficient in MS Office; familiarity with photo editing and design software (ex. Photoshop, InDesign) and content management systems are a plus (ex. WordPress).

Experience with email marketing and relationship management systems (ex. Mailchimp,)

PHYSICAL AND SENSORY REQUIREMENT

The responsibilities of this position require certain physical and sensory abilities, which must be performed with or without reasonable accommodation.

Must be able to hear and speak clearly.

Ability to use hands and fingers on a keyboard and use a mouse.

Ability to clearly see and view the details of words, tables and images on a computer screen for long periods of time.

WORKING CONDITIONS

The working environment is a temperature-controlled office environment; periodic, with minimum exposure to dust, noise, or temperature extremes. Requires bending, stooping, lifting and carrying objects up to 25 pounds, with or without accommodations.

BENEFITS

StrongHearts offers the work life balance, opportunities for growth and the upward mobility you've been searching for! Benefits include employer paid health, dental, vision, and life insurance benefits that begin two full calendar months after your official start date. Benefits also include generous paid time off so you can spend more time with your family and enjoy a positive work life balance.

StrongHearts is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, or veteran status. StrongHearts is a drug-free workplace.