



JOB DESCRIPTION

JOB TITLE:	Communications Content Coordinator
DEPARTMENT:	Storytelling and Communications
REPORTS TO:	Communications Manager
EFFECTIVE DATE:	
CLASSIFICATION:	Non-Exempt

POSITION SUMMARY: The Communications Content Coordinator develops and executes content for the H. E. Butt Foundation's primary social media channels, website, and email platforms. This position ideates, drafts, and copyedits social media content; produces video and audio for social channels; assists with managing Foundation web pages and email communications; supports vendor relations; and supplies administrative coordination for the Communications team. The Communications Content Coordinator works collaboratively across the organization, maintains familiarity with Foundation voice and brand standards, brings a learning mindset to feedback and evolving priorities, and supports efficiency, consistency, and excellence in keeping with our high brand standards. This position creates content subject to approval from managers and senior directors.

PROGRAM MISSION: The Storytelling and Communications team serves our programs by crafting memorable, quality content that reinforces our brand, inspires and engages our constituents and employees, and educates the broader public on the Foundation's mission and ongoing work. Our team executes both internal and external communications across a variety of channels including print, mobile, video, web, email, and merchandise.

ORGANIZATIONAL VALUES: Rooted in our Christian faith, daily work reflects the values of Hospitality, Stewardship, Unity, and Excellence.

ESSENTIAL FUNCTIONS:

- Develop and schedule content under the direction of the communications manager for the main Foundation social channels, and assist with social media content design as needed
- Capture, edit, and publish video content
- Assist with developing, designing, and publishing content (written, audio, video, visual) for the Foundation's quarterly magazine website, as well as on program websites, adjusting voice and tone as appropriate
- Assist with coordinating social media contractors and supporting the LLYC Media Team and the Sprout Social team
- Assist with the production of internal and external email newsletters on behalf of program directors, manage email templates, and coordinate communications via MailChimp
- Review analytics and measure the effectiveness of individual stories and channels under the guidance of a manager and senior director

- Occasionally support the training of other program staff on specific tasks, such as email newsletters, social media, and web systems
- Handle a wide range of administrative and project support-related tasks involving the clerical, administrative functions, research, drafting internal communications, managing tasks and deadlines, communicating with vendors, and facilitating projects
- Provide support and assistance to communications staff that ensure effective use of time and productivity
- Assist in general coordination of Foundation internal/external communications, including vendor management, branded supply re-orders, and records and workflow organization
- Handle confidential information and engage audiences and stakeholders with discretion

QUALIFICATIONS:

- Bachelor's degree from an accredited, four-year university in an applicable field preferred
- Minimum two years' related experience in social media management, content creation (especially video production) or closely transferable profession
- Experience with Canon and Sony cameras and Adobe Lightroom preferred
- Experience in Microsoft Suite, Google Suite, Adobe Creative Suite, WordPress, MailChimp, Sprout, Canva, and social media platforms
- Proficiency in Adobe Creative Suite, especially Adobe Premiere Pro

COMPETENCIES—Knowledge, Skills, and Abilities:

- Excellent communication skills: verbal, written, visual, video, and presentation
- Ability to capture, edit, and manage high quality photos and video
- Knowledgeable in best practices for social media, narrative, and multichannel storytelling
- Analytical, detail-oriented, and efficient
- Ability to work independently and in a dynamic team setting
- Self-starter who anticipates and identifies problems and takes necessary corrective action in collaboration with appropriate stakeholders
- Effective time management in a fast-paced environment with changing priorities
- Ability to use discretion and maintain confidentiality

WORK ENVIRONMENT & PHYSICAL REQUIREMENTS:

Mental and Physical Demands

Maintain emotional control under stress; work with interruptions and deadlines; walking, standing, stooping, bending, pulling, and pushing, use hands and fingers for typing and to handle controls; reach with hands and arms; occasional: lifting/carrying, pulling/pushing 10-30 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Environmental Factors

Occasional exposure to biological hazards (communicable diseases, bacteria, insects, mold, fungi, etc.). Occasional exposure to weather related conditions when working in outside environment and events. This job operates primarily in a professional office environment mainly in Kerrville, Texas. Will experience occasional outdoor responsibilities. Must be able to work between camp and office facilities on uneven terrain, as needed. Some weekends required.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EMPLOYEE SIGNATURE

DATE

MANAGER SIGNATURE

DATE