



Family, Career and Community Leaders of America

POSITION DESCRIPTION

Date Written or Revised: July 2024

Title: Communications Coordinator

Supervisor: Communications Manager

Job Status: Full-time Exempt
 Part-time Non-Exempt

PRIMARY PURPOSE

The Communications Coordinator supports the Communications Manager in executing FCCLA's social media and digital strategy, ensuring effective communication across platforms. This role requires flexibility for both in-person and remote work, with occasional travel.

Communications

Key Responsibilities:

- Create, schedule, publish, and monitor content across various social media platforms (i.e., Facebook, Instagram, YouTube, LinkedIn).
- Monitor and respond to social media inquiries.
- Research media coverage and industry trends and promote FCCLA events, occurrences, and accolades through social media.
- Engage the National Executive Council and implement their outreach and social media goals for the school year.
- Analyze social media metrics and report on monthly performance.
- Write various content to support all departments and marketing efforts, including newsletters, website copy, brochures, press releases, and other collateral.
- Create, plan, and develop FCCLA's newsletter schedule: Fast Facts, Member Minute, State Adviser Update, Special Edition Newsletters, and departmental newsletters.
- Support the Communications Manager in creating concepts and designs for print and digital media, including brochures, websites, social media graphics, email campaigns, and more, in accordance with the FCCLA branding strategy.
- Modify, revise, and maintain images, graphics, and copy on the FCCLA website.
- Manage all FCCLA website edits with assistance from the Communications Manager.
- Manage the input of data for the mobile app for conferences throughout the year.
- Support the Communications Manager in developing and implementing a communications strategy designed to further company objectives.
- Assist with the development and promotion of the Marketing Strategy Calendar and FCCLA Week.

- Assist in maintaining the project timelines on Communications projects.
- Assist with organizing and packing supplies for shipment to conferences.
- Manage incoming emails, answer in-person and telephone inquiries from customers and prospects, and advise them on the most effective and efficient ways to fulfill their requests.
- Perform other tasks as assigned.

EDUCATION AND SKILLS REQUIRED

Education: Bachelor's degree preferred.

Experience and skills: One to three (1-3) years of experience in all facets of administrative support with a strong emphasis on writing. Tech-savvy with intermediate to advanced skills in MS Office applications, database and presentation software, social media management, and general website knowledge. Consistently demonstrates positive customer service and works collaboratively with other staff and teams. Possesses the technical knowledge and skills to perform responsibilities effectively, including proficiency in graphic design software such as Canva or Adobe Creative Suite for creating basic social media graphics or images. Demonstrates strong interpersonal skills, manages conflict effectively, and consistently attains attention to detail and accuracy. Highly organized, uses time efficiently, and consistently meets deadlines. Able to set priorities for routine work and demonstrates initiative in maintaining a regular workload while assisting others as time permits. Able to develop and implement basic process improvements for various routines and systems. Demonstrates excellent business writing skills, edits documents for errors, grammar, and content, and writes business correspondence and other documents clearly and professionally. Capable of integrating long-term assignments effectively along with routine, daily work. Experienced in managing expectations and multiple project timelines and working within a collaborative team environment. Demonstrated ability to master new applications quickly and analyze social media metrics. Strong research skills for media coverage and industry trends and the ability to engage and collaborate with diverse teams and stakeholders.

TRAVEL REQUIREMENTS

5-10% as requested

The Family, Career and Community Leaders of America Inc.'s management reserves the right to review and revise this document at any time. Employees are expected to perform any other duties or tasks, which are assigned. This document represents a description of intended job content and performance requirements and is expected to be revised annually or when a major change occurs. The existence of this document should not be construed in any way to represent an actual or implied contract of employment.

FCCLA grants equal employment opportunities to all qualified persons regardless of race, creed, color, sex, age, national origin, marital status, or physical/mental handicap. It is the intent and desire of the National Board of Directors that equal opportunities be provided in recruitment, selection, salary, promotion, benefits, privileges, and all other terms and conditions of employment.