# Communications Coordinator (Full-time, Exempt)

**Job Summary**: The purpose of the Communications Coordinator is to support and promote the various programs and opportunities of ACMNP through effective communication strategies. This will be accomplished through digital and print media efforts by overseeing and implementing a strategy with social media, newsletters, job boards, video, and other various platforms. This position will be remote in nature and will work closely and collaborate with the co-executive director.

**Requirements for all positions at ACMNP include:**

Demonstrated excellence in verbal and written communication

Strong interpersonal skills

Excellent organizational and time-management skills

Self motivated and ability to work in fast-paced team environment where multi-tasking is the norm

Proficiency in computers including Microsoft Office programs, Adobe Suite, Indesign and Illustrator

A love and deep commitment to the ACMNP mission

A love of the national parks

**Primary Functions:**

1. **Maintain and grow ACMNP social media presence across all digital channels (Instagram, Facebook, Twitter, YouTube, TikTok, Snapchat, etc.)**
2. **Plan digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising**
3. **Measure and report on the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)**
4. **Identify trends and insights, and implement new strategies based on findings**
5. **Brainstorm new ways to recruit applicants to ACMNP for both summer and winter seasons through various communications channels**
6. **Utilize communications platforms to cultivate IMPACT trip interest**
7. **Set up and optimize Google Adwords campaigns**
8. **Coordinate the creation of digital content for various programs and overall brand of ACMNP (e.g. website, podcasts, blogs, monthly e-newsletters)**
9. **Produce video content for training, alumni, and donors**
10. **Assist in equipping teams with communications resources necessary for a successful season**
11. **Develop and create promotional materials that can be used for various programs (e.g. banners, stickers, swag items)**
12. **Maintain consistency with marketing collateral by adhering to branding guidelines while creating and editing content**
13. **Collaborate with co-directors to cultivate a communications donor engagement strategy**
14. **Attend training conference, engage with team members on a social media strategy for their summer, and capture video content**
15. **Serve as a contributing member of the ACMNP staff team with a heart for the entire ministry**

**Skills and Qualifications:**

* At least one season of experience with ACMNP is strongly desired
* Passion and energy for the mission of ACMNP and telling others about it
* Flexibility and the ability to work well under pressure
* Self-starter who can handle and prioritize multiple projects
* Proven working experience in digital marketing
* Degree in Marketing, Digital Media, or other relevant field preferred
* Excellent written and verbal communication skills; strong attention to detail
* Personal faith in Christ Jesus that can be expressed in an engaging manner via public speaking, leading small groups and in one on one conversation.
* Personal integrity, sensitivity and caring that inspires confidence in our constituencies with the ability to maintain strict confidentiality.
* Conversant with the breadth of Christian traditions and comfortable working cooperatively in interdenominational settings.
* Ability to travel on a limited basis.

**Compensation:**

* $45-55k annually, DOE in a non-profit context
* Medical and dental coverage if interested
* 3% matching employer contribution to 403B
* PTO and holidays
* Ability to work remotely
* Flexible work hours
* Travel expenses covered while on the road (airfare, lodging, rental cars, meals, etc.)

**This position reports directly to the Co-Executive Director of Placement and Communications and will be responsible for achieving annual goals developed in collaboration with the Co-Executive Directors and other ACMNP staff.**