



Position:

Communications & Social Media Coordinator

Classification:

Full-time, Non-Exempt

Reports to:

Communications Manager

Position Overview:

Pregnancy Aid Clinic (PAC) is seeking a Communications & Social Media Coordinator to help advance our mission with a primary focus on managing and growing PAC's social media presence. This position reports to the Communications Manager and plays a key role in developing and executing social media strategies across multiple platforms. In addition, this role supports print and digital marketing efforts, including newsletters, e-blasts, donor affirmations, website updates, and event promotion.

Key Responsibilities:

- Manage social media accounts, including scheduling posts, engaging with followers, and analyzing performance metrics.
- Monitor all social media content and maintain social media profiles.
- Stay current with social media trends and best practices to enhance the organization's digital presence.
- Work with Communications Manager to create engaging, mission-aligned content for websites, social media platforms, newsletters, and other communication channels.
- Assist in planning, promoting, and executing fundraising events, campaigns, annual gala, and other development activities.
- Maintain an organized inventory of marketing materials (both digital and print).
- Assist in the creation and production of marketing materials, brochures, and promotional content for events, while ensuring quality and accuracy in all materials.
- Coordinate with photography, video, and print vendors as needed.
- Participate in staff and team meetings as scheduled.
- Take on other duties as needed to support PAC's mission and organizational goals.

Qualifications:

- Passion for PAC's mission and purpose.
- Bachelor's degree in Communications, Marketing, Public Relations, or a related field.
- Ability to work independently on assigned tasks while also contributing to team-based projects.
- Proven ability to troubleshoot, resolve issues, and develop innovative solutions for mission-critical processes.
- Proficiency in Microsoft Office Suite and knowledge of web page design and publishing.
- Experience with email marketing tools (e.g., Mailchimp, Constant Contact).
- Familiarity with CRMs and fundraising platforms (e.g., Blackbaud Raiser's Edge NXT, Classy preferred).
- Knowledge of SEO, digital marketing strategies, and analytics tools.
- Ability to work independently on tasks while collaborating in a team environment.
- Excellent verbal and written communication skills.
- Strong organizational skills, attention to detail, and critical thinking abilities.
- Excellent interpersonal and relationship-building skills.
- Ability to manage diverse activities and meet deadlines while maintaining a commitment to excellence.
- 2-3 years of experience in non-profit communications, development, and social media management.

How to Apply:

Send your cover letter and resume to Cynthia Granger at cgranger@pregnancyaidclinic.org.

PAC is an Equal Opportunity Employer and does not discriminate based on race, sex, color, national or ethnic origin, age, or disability. If you require accommodations during the hiring process, please let us know.