



## **Communications Coordinator**

### **Position Description**

Location: Nordic Northwest Office, Portland, Oregon

Hours: Half time non-exempt (20 hours/week), Monday-Friday, with evenings and weekends as needed

Supervisor: Executive Director

### **General Statement of Position**

The Communications Coordinator is responsible for producing written and visual/multimedia content for email listserv, website, social media platforms, flyers, newsletters, press release and other marketing to raise the visibility of Nordic Northwest and develop its audiences.

### **Ethical Practices and Responsibilities**

- Support the Nordic Northwest mission “to shine an eye on all things Nordic.”
- Exemplify the best of Nordic culture and values.
- Abide by state and federal laws.
- Abide by the board’s strategic plan and vision.
- Be kindly honest with self and others.

### **Primary Responsibilities**

#### **Website:**

Manager website by updating information, creating new content, keeping calendar current, coordinating with staff updates for various pages of the website and shepherding its ongoing development. Work with vendors to implement design changes to website.

#### **Social Media:**

Develop and execute social media strategy. Design content. Post regular content on social media platforms and coordinate posting of content with designated staff and/or volunteers. Analyze on a monthly basis social media analytics and make adjustments to social media plan to achieve desired outcomes. Oversight of social media volunteer.

#### **Graphic Design:**

Work with vendor on high level graphic design and branding needs. Schedule work, coordinate projects with staff and prioritize needs. Give feedback on work and assure deadlines are met and materials meet brand guidelines and enhance NNW’s brand. Provide basic to mid-level graphic design.

**Publications:**

Develop and write content for key organization print and online publications; newsletter, annual report, program promotion flyers, brochures, fact sheets, etc. Conduct interviews to be used for promotional materials. Maintain NNW's photo and video library by taking photos, coordination with staff the submission of photos and contracting with photographers to capture the mission of NNW.

**Media Relations:**

Write press releases and send to appropriate press outlets as needed. Maintain press list with accurate contact information.

**Branding**

Development Communication Toolkit and branding guidelines to further enhance Nordic Northwest brand. Develop NNW's sub-brands. Adhere by branding guidelines and monitor organization-wide materials for brand consistency.

**Other**

Process contracts, adhere to contract terms, and monitor performance and process payments.

Cultivates partnerships with other non-profit or civic organizations, leveraging shared cross promotion.

Assists with budget development for Communications, monitors revenue and expenses to budget.

Serves as a member of Nordic Northwest's staff team. Participates in the strategic direction of NNW and the development and implementation of its annual plan. Participate in staff meetings. Assist other staff members when needed.

Occasional support at events when needed

Performs other duties as assigned.

**Qualifications and Qualities**

- Bachelor's Degree and work experience in communications.
- Strong writer and communicator
- Intermediate graphic design skills
- Proficient in appropriate computer applications and technology; Microsoft Office applications, database management systems, Adobe, graphic design, etc.
- Passionate interest and knowledge in Nordic heritage and culture.
- Highly organized and comfortable with a fast paced and sometimes stressful working environment in a team centered approach.
- Ability to prioritize tasks and work independently.
- Effective time management and ability to adjust hours to accommodate the needs of the job and organization's priorities. Able to work a flexible schedule.
- Excellent written and verbal communication skills.

- Excellent interpersonal skills with a proven ability to work well with colleagues, other employees, artists, donors and members.
- Willing to accept new responsibilities and challenges.
- Understand strengths and growth needs. Willing to ask for help and/or clarification when necessary.
- Ability to be non-judgmental, with knowledge of intercultural issues.
- Dedication to the importance of volunteerism