

Communications Coordinator

Reports To: Sarah Beckman, Director of External Relations

Department of Labor Classification: Full Time, Non-Exempt

Job Summary:

The Communications Coordinator, a member of the External Relations team, provides critical support for all Balboa Park Conservancy communication endeavors, including public relations, email marketing, donor relations, social media and brand management. The Coordinator develops and executes communication strategies that advance the Conservancy's strategic priorities, including organizational excellence, placemaking, visitor experience, volunteers and park improvement projects.

Key Job Functions

- **Content Creation**
Creates mission-driven, brand appropriate content for print, digital and email marketing; advance social media initiatives with consistent and strategic implementation using authentic brand voice and assets; create/design brand materials, emails, video, landing pages, print collateral, etc; coordinates website content; creates/coordinates video, photography, and related services/assets.
- **Organization**
Coordinate meetings, press conferences, and presentations; organize, manage and maintain all Conservancy brand assets: images, content, etc.; monitors marketing/communications budget; coordinate vendors and project timelines, print schedules;
- **External Relations**
Serve as point of contact for media and public inquiries; organize press events and maintain organizational materials; Create presentation templates for array of needs/audiences; support special events and Conservancy projects
- **Reporting/Analysis**
Monitor and maintain the company's social media and online presence; make sure that all promotional and marketing materials align with brand identity; assess and report on the effectiveness of communication strategies

Competencies, Skills, and Abilities

- Takes initiative and is action oriented
- Ensures accountability for both staff and volunteers
- Collaborates across teams and with constituents and partners; quickly find common ground and solve problems for the good of all
- Ability to influence and persuade others
- Demonstrates resourcefulness in overcoming challenges
- Must have excellent writing and editing skills
- Be able to communicate clearly and effectively in person
- Strong time-management and organizational skills
- Proficient in Illustrator, Photoshop and/or InDesign preferred
- Proficient in WordPress preferred; experience in Canva a plus
- Ability to work professionally and collaboratively in a semi-open office environment

Physical Demands:

- Ability to lift 30 lbs
- Ability to sit for prolonged periods of time
- Ability to stand/walk for 1.5 hours continuously
- Ability to sit at a desk and view a computer screen for long periods of time
- Able to speak into and use a telephone for long periods of time
- Ability to bend, stoop and reach

Our Commitment

The Balboa Park Conservancy is committed to providing an inclusive and welcoming environment for all members of its staff, visitors, volunteers, subcontractors, vendors and donors. We do not and shall not discriminate on the basis of race, color, religion, creed, gender identity, gender expression, age, national origin or ancestry, disability, marital status, sexual orientation, or military status, in any of our activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services.

The Balboa Park Conservancy is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant.

This job description is intended as a guide to the general job responsibilities and is not inclusive of all everyday duties the employee is expected to perform.