

Position: Communications & Social Media Coordinator	Status: Full Time Position
Reports to: VP-Fundraising & Communications	Supervisory Responsibility: n/a
Location: Downingtown, PA Office <i>(In-person preferred but hybrid work arrangements considered)</i>	Must be willing to occasionally travel and work weekends.
<i>Join a high energy, committed team of professionals dedicated to supporting the advancement of research leading to treatments for people living with Friedreich's ataxia.</i>	

Position Summary:
 Work with the VP- Fundraising & Communications to communicate the Friedreich's Ataxia Research Alliance's (FARA) story, work, and news to both internal and external stakeholders, ensuring consistent messaging across audiences. Responsible for social media content creation consistent with brand and organizational mission as well as layout formatting and copy writing for e-newsletter communications, press releases and community engagement/ awareness campaigns.

The successful candidate will be self-motivated and interested in making an impact in the nonprofit space. Candidates must be able to demonstrate strong social media and writing skills, excellent interpersonal/ teamwork, and an interest in the health and human service industry. The candidate will be given the opportunity to show initiative, acquire new skills and grow professionally.

Professional Experience Requirements:	<ul style="list-style-type: none"> • Bachelor's degree required • Experience with content creation for social media platforms, (e.g., Facebook, Twitter, Instagram, LinkedIn) required • Proficient with a variety of software programs required (Microsoft Office – Word, Excel, PowerPoint, Publisher, Adobe Acrobat, Canva, Microsoft Teams) • Non-profit experience or experience in related service industry preferred (ie 2-3 years' internship or job experience) • Copy editing and/or professional writing experience preferred
Skills Requirements:	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Attention to detail • Time management and organizational skills • Ability to work independently and in a team setting • Ability to recognize and develop a compelling story in written word and for video

Essential Responsibilities:

Implement a nationwide communications program including social, traditional, and key stakeholder communications

Social

- Plan and maintain a social media calendar with regular posts to FARA, Branded Events- rideATAXIA and Energy Ball (seasonal) on Facebook, Instagram, LinkedIn, & Twitter Pages
- Create Graphics (aligned with brand) and Content for messaging
- Coordinate content submissions from social media volunteer team

Key Stakeholders

- On a monthly basis, write e-blast updates highlighting leading FARA general news and scientific news that links back to key blogs, pages and events on the website
- Manage Blog Posting from various community sources including an Educational Series, a Community Engagement Series and a Scientific Series
- Initiate and implement community wide awareness campaigns
- Develop scripts for video content
- Contribute to the annual publication of The Annual Report

Traditional

- Write press releases for science news and local events such as key branded and grassroots events and awareness initiatives.
- Build Media Lists for press release distribution.
- Distribute press releases and perform targeted follow up
- Build relationships with relevant journalists on behalf of FARA

Provide communications support for FARA staff and programs

- Draft writing for development documents, including fundraising proposals, publications, and communication materials (cultivation, solicitation, and donor acknowledgment letters)
- Refresh outdated text on the website or FARA printed materials as identified by the Chief Executive Officer or VP-Communications
- Create new collateral materials as needed
- Submit regular reports on communications activities, engagement levels, and progress
- Provide general editing (grammatical and typo) support for the FARA staff upon request
- Represent FARA at fundraising events/ speak on behalf of FARA at events (some weekend travel required)

Ensure accurate, timely and stakeholder friendly communications. Follow established organizational policies and procedures.

Use a team approach when working with both communications volunteers and the FARA staff.

Demonstrate ability to learn and adapt to changing procedures, methods or processes.

Provide first-rate customer service as front-line client contact.

Ensure that all FARA stakeholders are communicated to in a clear, consistent and timely manner utilizing strong written and verbal skills to address stakeholder needs.

Attention to detail demonstrating accuracy and efficiency in word processing and business correspondence.

Coordinate work activity efficiently, and check that work has been carried out to specification.

FARA is an Equal Opportunity Employer. FARA shall not discriminate because of race, color, age, sex, disability, genetic information, national origin or ancestry, or religion.

FARA requires all employees to be fully vaccinated for COVID-19 including any boosters recommended by the CDC as a condition of employment unless there is an approved exemption.

If employed by FARA, employees agree to accept and certify to abide by both FARA's Child Safekeeping Policy and FARA's Code of Conduct at www.curefa.org/mission under the Policies and Disclosures tab.

FARA offers competitive benefits including employer paid medical, dental, life and long-term disability insurance benefits plus a 401K retirement plan.

How to Apply:

Email a cover letter and resume to felicia.derosa@curefa.org. Qualified candidates will demonstrate his/her capacity by providing work samples, including press releases, proposals, presentations, marketing plans, etc. Include "Communications & Social Media Coordinator" in the subject. Please include salary requirements. Application deadline 4/30/2022.