

**Position:** Communications & Social Media Coordinator

**Status:** Full Time Position

**Reports to:** VP Fundraising & Communications

**Supervisory Responsibility:** N/A

**Location:** Downingtown, PA Office (In-person position; Hybrid Arrangement Considered)

**Note:** Must be willing to occasionally travel and work weekends.

*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.*

**Position Summary:**

Work with the Communications Director and VP- Communications to convey the mission and activities of the Friedreich's Ataxia Research Alliance's (FARA) to all 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 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:**

- Bachelor's degree required
- Non-profit experience or experience in related service industry required (ie 2-3 years job experience)
- 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, Video Scribe, Microsoft Teams)
- Copy editing and/or professional writing experience preferred

## **Skills Requirements:**

- 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:**

### **Plan and execute an engaging social media plan across platforms and audiences for a rare disease organization**

#### **Social**

- Plan and maintain a social media calendar with daily posts to FARA Facebook, Instagram as well as for Branded Events- rideATAXIA and Energy Ball (seasonal)
- Posts include community updates, pharma news, clinical trial opportunities, advocacy call to action, event and fundraising news
- Create Graphics (aligned with brand) and Content for messaging
- Coordinate content submissions for campaigns from social media volunteer team

### **Create regular communications content for 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
- On a weekly basis, prepare emails regarding upcoming events, meetings, fundraising or advocacy initiatives
- Initiate and implement community wide awareness campaigns
- Manage Blog and App posting from various community sources
- Help facilitate content updates for the FARA website as needed
- Contribute to the annual publication of The Annual Report

### **Provide communications support for FARA staff and programs**

- Work with team on drafting development documents, including fundraising proposals, publications, and communication materials (cultivation, solicitation, and donor acknowledgment letters)
- Submit regular reports on social media 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 initiative and an ability to learn and adapt to changing procedures, methods or processes.**

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**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](http://www.curefa.org/mission) under the Policies and Disclosures tab.*

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

**How to Apply:**

Email a cover letter and resume to **[felicia.derosa@curefa.org](mailto:felicia.derosa@curefa.org)**. Qualified candidates will demonstrate his/her capacity by providing work samples, including a writing sample and professional social media samples etc. Include "Communications & Social Media Coordinator" in the subject. Application deadline January 31, 2023.