Communications Coordinator

At Make-A-Wish Mid-South, we’re more than a great place to work – our work changes lives. Together, we create life-changing wishes for children with critical illnesses. We’ve been doing this for more than 35 years, and together, with our volunteers, donors, staff and supporters, Make-A-Wish Mid-South has granted more than 6,500 wishes and transformed countless lives.

The Team
Make-A-Wish Mid-South is headquartered in Memphis, TN with offices in Little Rock, AR and Fayetteville, AR. We serve wish kids in Arkansas, West Tennessee and North Mississippi. The Marketing/Communications team is committed to spotlighting the Make-A-Wish brand and telling the Make-A-Wish story.

The Position
Reporting to the Director of Marketing and Communications, the Communications Coordinator is a pivotal player in both external and internal communications, including an increasingly more robust digital content strategy. The Communications Coordinator will be the overall manager for digital content and analytics, the Wish Alum Program and support graphic design needs as well as internal communication.

Team Member Responsibilities

- Digital Communication
  - Define digital content strategy and priorities to further Make-A-Wish Mid-South's goals and cement our brand in the social space.
  - Populate Content Calendar with new ideas for content development and digital/social engagement opportunities.
  - Collaborate with the Development, Volunteer and Medical Outreach roles to plan and execute short-term digital marketing campaigns.
  - Craft and send segmented email communications and manage Luminate (email software) database.
  - Update Make-A-Wish Mid-South website, in conjunction with web consultant.
  - Support national storytelling and brand initiatives through digital communication.
  - Support events and campaigns through online auction/ticketing software (One Cause).

- Wish Alum Program
  - Manage Wish Alum program to engage families post-wish.
  - Host yearly engagement events for Wish Alum with the goal of engaging
families to tell their story, ‘wish it forward’ or volunteer.
  o Lead Wish Alum efforts in capturing, writing and sharing stories.
  o Support Wish Alum database tracking and report creation.

• Graphic Design
  o Provide design support for marketing collateral including chapter digital
    forms, pdfs, one-sheeters, emails and other graphics as needed.
  o Produce social media and web graphics.

• Internal and External Communication
  o Support internal communication practices and tools required to aid in clear,
    cross-department communication.
  o Attend weekly one-on-one meetings Dir. of Marketing & Communications.
  o Perform other related duties as assigned or requested.

What you’ll need
• Bachelor's degree or equivalent.
• Proficiency in and experience with:
  o Microsoft Office suite of programs
  o Adobe Design Suite (specifically InDesign and Illustrator), Canva, video and
    photo editing. Luminate software experience beneficial but not required.
• The ability to learn new software, demonstrate high organizational and
  communication skills, write creatively and adhere to National brand standards.
• Team player attitude (humble, hungry, and smart)

What we offer
• Salary starting at $38,000
• Paid time off: 12 vacation days/ year, increasing with tenure; 12 personal days/ 
  year; and 12 holidays/ year.
• Flexible schedule. Three days/week in the office, two days/week from home.
• Fully paid comprehensive benefit package including medical, dental, vision,
  disability and life insurance.
• Paid medical leave option after completion of five years of employment.
• 401k Retirement Savings Plan, including employer match.
• Employee Awards and Recognition Programs.

To apply, please send a cover letter and resume to administration@midsouth.wish.org by October 21. Applications without a cover letter will not be considered. Only candidates selected for an interview will be contacted. No phone calls, please.

Make-A-Wish Mid-South is an Equal Opportunity Employer and does not discriminate on the basis of race, ancestry, national origin, color, religion, gender, age, marital status, sexual orientation, disability or veteran status.