Job Summary: Communications Coordinator - Combination Remote and On-Site

JASMYN supports the empowerment of LGBTQIA+ young people through leadership, advocacy, resources, and a safe and affirming community. Our vision is for LGBTQIA+ young people's identities, aspirations and contributions are valued and affirmed. We are guided by 6 principles: Centered on Youth, Personal Wellness, Racial Equity, Accountability, Innovation and Partnership. Founded in 1994, JASMYN's staff of more than 25 provides a comprehensive continuum of youth development programs, housing supports, mental health services and health services with a focus on HIV testing, risk reduction counseling, medical linkage for HIV positive youth, and a sexual health clinic that also provides PrEP care coordination.

The Communications Coordinator is responsible for helping to create and organize ongoing marketing, media and communications for JASMYN guided by our mission, vision and guiding principles with supervision by the Director of Development. This includes supporting the content development, media statements, marketing messages, and the annual report, and encompasses two streams of communication- youth facing and public facing. This position will work closely with the Operations and Development teams to build JASMYN’s youth brand and educate and inform the community.

Responsibilities:

Communications - General
- Assist with JASMYN’s Development Plan, Communications Calendar, and Development Strategy
- Serve as point of contact for media inquiries and coordinate appropriate staff
- Work closely with Director of Development to design and manage annual communications calendar
- Organize and maintain photo/video files to support JASMYN marketing materials
- Assist the Development team with
  - True Colors quarterly online newsletter
  - TapRoot semi-annual letter to major donors
  - Safe Place Project updates monthly to campaign donors
- Work closely with the Director of Development to create and distribute
  - Press Alerts
  - Organizational statements
- Assist with developing information & infographics for JASMYN’s Strategic Plan Framework
- Assist with the design and content development for JASMYN’s Annual Report

Communications - Virtual
- Create content for general public and youth facing social media with support from Operations and Development Teams
- Create content for JASMYN’s Website with support from Operations and Development Teams
- Moderation of comments and inquiries on social media platforms
Event Planning and Outreach Support

- Participate in JASMYN Signature Events planning committees
  - Work with members of the development team and event planning committee to create communications materials to promote and recognize sponsors
  - Assist with event related video projects
  - Assist with event packets and sponsorship items
- Assist with staffing community outreach events

Data Management and Reporting

- Create monthly reports on social media interaction/metrics for both Development and Operations teams

JASMYN Youth Operations Support

- Collaborate with operations staff to gather information and stories from programs to highlight our mission, elevating the voices of youth living with HIV
- Work closely with members of the Health Services team to implement outreach and marketing efforts for PS22 – 2203
- Work with the Director of Operations and members of the Operations team to
  - Create 1 weekly SM post to JASMYN’s youth facing social media sites
  - Schedule quarterly youth facing SM posts on all JASMYN youth facing social media sites
  - Create video content marketing youth programs and services to JASMYN’s youth facing social media sites

Additional Essential Duties

- Other duties as assigned

*The above cited duties and responsibilities describe the general nature and level of work performed by people assigned to the job. They are not intended to be an exhaustive list of all the duties and responsibilities that an incumbent may be expected or asked to perform.*
Education and Qualifications

- BA in communications, journalism, media production, or similar field preferred
- At least 1 to 2 years' experience with multiple communication channels, organizational messaging, or media production
- A passion for JASMYN's mission, vision, and commitment to intersectional social justice
- Incorporate deep proven knowledge and understanding, existing or learned, of issues impacting queer and trans communities: demonstrated ability to think and work intersectionally, particularly with regard to race, class, gender, sexual orientation, gender expression, age, ability, and HIV status; ability to serve all segments of the LGBTQ community and culture, especially regarding mindfulness and respect with regard to people’s pronouns
- Strong written communication, verbal communication, and interpersonal skills
- Understanding of and familiarity with simple video production and editing
- Experience or knowledge of marketing strategy and planning, digital marketing, social media management

Preferred Qualifications

- Understanding of and familiarity with video production and editing
- Familiarity with Search Engine Optimization (SEO), and best practices around accessibility in online and digital content
- Comfort and familiarity with crafting media statements/alerts
- Proficient with Canva
- Understanding of Squarespace or other similar web development tools
- Understanding of Constant Contact, Survey Monkey or other similar email communications tools
- Experience working with others to write marketing materials
- Ability to effectively communicate marketing ideas using storytelling techniques and visually appealing media
- Employs creativity in effectively conveying ideas

Knowledge/Skills/Abilities

- Cultural Competency – understand basic concepts around HIV and AIDS and knowledge around the challenges and barriers high risk LGBTQ youth face
- Team Orientation & Interpersonal – must be a highly motivated, passionate, and creative team-player with ability to develop and maintain collaborative relationships with all levels within and external to the organization
- Communication – able to effectively and persuasively express self verbally and in writing, using correct language and grammar in a professional, diplomatic and tactful manner
- Organization & Time Management – able to work independently with minimal supervision while planning, scheduling and organizing professional schedule to complete actions within established deadlines; able to manage multiple priorities with strong attention to detail
- Systems & Software – proficient in the use of Microsoft Office software applications
Salary and Benefits

- The **Communications Coordinator** is a full-time position (40 hours per week, non-exempt)
- JASMYN offers excellent benefits including health insurance, 401K retirement plan, paid holidays, and generous leave policy.
- Salary is commensurate with experience. Salary range - $37,000 - $41,500 annually

After reviewing the Position Description for this job, interested applicants must submit a cover letter that details relevant experience related to job responsibilities, a detailed resume, and at least three references. Please send all application materials to **apply@jasmyn.org**. Positions remain open until filled. Candidates chosen for interviews will be contacted. We will be unable to take any inquiries related to posting or hiring details.

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**JASMYN's Commitment to Diversity and Equity:**

JASMYN strives to be a workplace that is representative of the community we serve. We are an equal opportunity employer and encourage leadership and participation from all individuals including LGBTQ+ (lesbian, gay, bisexual, transgender, and queer) people; people of all genders and gender expressions; Black, Brown and Indigenous People; People of Color; people living with HIV, and people with disabilities.

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