



**Children First/Communities In Schools of Buncombe County**  
**Job Description**

<b>Program:</b>	Resource Development
<b>Position Title:</b>	Communications and Events Coordinator
<b>Position Type:</b>	Part-Time
<b>Hours:</b>	28 hours per week, occasional nights/weekends for events
<b>Reports To:</b>	Resource Development Manager
<b>Salary:</b>	\$18 to \$21/hourly
<b>Location:</b>	Administrative Office; open to negotiating partial remote work
<b>Benefits:</b>	Paid vacation, sick days, and holidays (pro-rated based on part-time hours)

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**Overall Responsibility**

The Communications and Events Coordinator reports to the Resource Development Manager and will build, maintain, and analyze the effectiveness of Children First/Communities In Schools' (CF/CIS) communications and marketing efforts in support of our overall mission and fundraising program. The Communications and Events Coordinator will support all aspects of CF/CIS marketing and communications, including social and traditional media, digital and traditional content, website management, public and media relations, and event planning. This position works closely with the Resource Development Manager, senior leadership team, program staff, and board members.

**About Children First/Communities In Schools of Buncombe County**

Children First's mission is to empower children and their families to reach their full potential through advocacy, education, and services. The mission of Communities In Schools is to surround students with a community of support, empowering them to stay in school and achieve in life. For over 40 years, we have worked to address social and economic injustices by serving students and families in the community.

**Key Areas of Responsibility**

*General Communications and Marketing*

- Work collaboratively with the Executive Director, Director of Advocacy, Director of Community Supports, and Resource Development Manager to develop and implement an overall communications and marketing strategy that amplifies CF/CIS' programmatic and advocacy work throughout Buncombe County.
- Work with Resource Development Manager to enhance organization's visibility in the greater Asheville community through partnerships and marketing.
- Write, edit, and design layout for quarterly e-newsletter and print newsletter, working with program staff to develop content.
- Create and schedule advocacy action alerts.
- Write, edit, and send advocacy newsletters.

- Provide design and writing support for brochures, annual reports, newsletters, donor appeals, and other promotional materials and collateral.
- Capture photographs/videos of program staff in action and at events to support content creation.
- Serve as point of contact for outsourced vendor communications/marketing services such as video production, graphic design, and printing.

#### *Social Media and Website Management*

- Serve as primary content manager for social media accounts (Facebook, Instagram, and Twitter).
- Create and schedule regular social media posts on direct services, education, and advocacy work in collaboration with program and advocacy staff.
- Support fundraising appeals with social media graphics and content.
- Ensure website stays updated and relevant; maintain corporate sponsor section, create fundraising appeal pages, and update organizational information.
- Develop strategies to improve website and grow CF/CIS brand awareness and recognition.

#### *Media and Public Relations*

- Create and maintain system for tracking media and news stories that mention CF/CIS.
- Identify opportunities for proactive media outreach and foster media contacts.
- Write, edit, and disseminate press releases.
- Draft op-eds to educate the public around family friendly public policy (in coordination with Advocacy team).

#### *Special Events and Community Outreach*

- Support Resource Development Manager with planning for annual *Are You Smarter Than An Elementary Student?* Trivia Night fundraiser and Mind the Gap Luncheon.
- Assist in coordinating event logistics including venue, food and beverage, audio-visual set up and requirements, in-kind donations for raffles/gift baskets, and entertainment.
- Lead planning for third-party fundraising events, including annual WLOS/Carolina Furniture Concepts Break the Hunger Food Drive.
- Identify and pursue opportunities to benefit from events hosted by community businesses, e.g., proceeds from ticket or beverage sales.
- Recruit Staff and Board to work events as needed, communicate with/oversee volunteers.
- Create marketing materials and coordinate event promotion.
- Lead quarterly Mind the Gap tours of our offices and Learning Center (currently on hold due to COVID).
- Assist Director of Community Supports with annual Backpack Bonanza school supply drive (August) and Holiday Giving program (November-December).

#### *General Staff Responsibilities*

- Work collaboratively with all CF/CIS staff to maintain a positive image.
- Attend trainings when required and funding is available.
- Understand and demonstrate the mission and goals of CF/CIS.
- Communicate regularly with the Resource Development Manager.
- Attend and participate in all CF/CIS staff functions.
- Cross train, share information and communicate with all applicable staff.
- Other duties, as assigned.

**Basic Qualifications:**

- Bachelor's degree in communications, public relations, events or nonprofit management, marketing, or similar field, or equivalent work experience.
- At least two years of relevant work experience in multimedia collateral production, event planning, marketing, graphic design, program or project management, or related fields. Previous experience working in nonprofits a plus.
- Excellent computer skills; proficiency in Microsoft Office Suite, WordPress, and social media platforms.
- Committed to the mission of CF/CIS and passionate about supporting children and families in the greater Asheville/Buncombe community, empowering students to succeed, and addressing the root causes of racial and social inequities through public policy advocacy.

**Skills and Attributes**

- Self-starter who is comfortable working independently.
- Strong promotional writing, oral communications, and presentation skills.
- Experience with Canva, InDesign, or similar graphic design program to edit/create branded social media and donor appeal graphics.
- Ability to set priorities and meet deadlines while juggling multiple tasks.
- Strong attention to detail and proofreading skills.
- Strong project and event coordination skills.
- Excellent organization and time management skills.
- Able to work with diverse groups of people.
- Comfortable with learning new computer software.

**Preferred Experience/Skills**

- Ability to edit videos for social media clips.
- Media relations experience, including writing press releases and pitching stories.
- Spanish language skills.
- Experience with advocacy/public policy campaigns.
- Experience using social media and/or Google analytics to inform communications strategy.

*Continuation of employment for all positions at Children First/Communities In Schools is dependent upon availability of funds.*

**TO APPLY:**

**Send a cover letter and resume in PDF format explaining your qualifications to [katyt@childrenfirstbc.org](mailto:katyt@childrenfirstbc.org).** If chosen for an interview, you will be asked to provide three professional references, two writing samples and a graphic/video sample. Position is open until filled.