



**Position Title:** Communications Coordinator

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**FLSA Status: Exempt or Non-Exempt:** Non-Exempt

**Department:** Marketing & Communications

**Date Completed:** March 26, 2024

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### **Position Summary:**

Be a key part of making York County a great place for all ages to thrive. Use your marketing and communications expertise to spread the word about our high-impact initiative focused on improving the quality of life as we age.

As part of the Marketing & Communications Department, you will work to achieve specific annual and longer-term strategic marketing, communications, and organizational goals as set by the Vice President of Communications. The Communications Coordinator supports the organization in relating the value of the foundation and our initiatives to the community and creating a compelling case for support across multiple communications channels to several target audiences. In this role, the primary focus will be advancing YCCF's Embracing Aging and TroveStreet® initiatives and goals through marketing and communication efforts.

Embracing Aging works to advance aging-in-place planning and concepts, reframe the stigma of aging, build age-equity, and advocate for age-friendly communities. Embracing Aging also provides grants to organizations serving people age 50 and older. We accomplish this by working with community partners and providing direct-to-individual service through TroveStreet® ([www.TroveStreet.com](http://www.TroveStreet.com)).

**Core Values:** YCCF's core values include courage, diversity, equity and inclusion, strategic, collaborative approaches, integrity, and innovation. As a member of YCCF, you will be expected to actively participate in creating a high-performing culture that embraces our core values and weaves DEI throughout our work.

### **Essential Responsibilities and Duties:**

1. Manage social accounts, including writing and proofing content, creating graphics, posting, and reporting.
2. Manage newsletters in multiple formats, including writing and proofing content, creating graphics, maintaining mailing lists, and reporting.
3. Maintain website, including writing and proofing, uploading content, and reporting.
4. Coordinate the design, production, and distribution of marketing materials such as brochures, flyers, and promotional items.

5. Coordinate events, trainings, media coverage, press releases, meetings, including securing and liaising with venue, hosts, managing day-of event tasks, developing communications, preparing/copying materials, summarizing evaluation data, and tracking key metrics.
6. Take photos and collect testimonials and stories to help frame the narrative of our work.
7. Promote our expertise to increase speaking engagements, presentations, and client services throughout the community.
8. Maintain and add to photo and video libraries.
9. Provide recommendations to better amplify the work of YCCF, including Embracing Aging and TroveStreet® in proactive and timely ways.
10. Support and aid in building partnerships and collaborations for maximum impact related to Embracing Aging and TroveStreet®.

**Other Duties:**

- Be actively engaged in the community.
- Represent the organization externally, as necessary.
- Where possible, identify community issues and philanthropic trends that impact YCCF's mission.
- Demonstrated commitment to Core Values including courage, diversity, equity and inclusion, strategic, collaborative approaches, integrity, and innovation.
- Commit to a standard office schedule with added participation in Community Foundation events on occasional evenings or early mornings.
- Demonstrated capacity to collaborate with diverse stakeholders.
- Ability to maintain confidentiality of information and other related matters.
- Stay informed about marketing trends, best practices, and emerging technologies to continuously improve our marketing efforts.
- Collaborate with team members throughout the organization to streamline processes and maximize communications opportunities.
- Maintain an attitude of continuous improvement to identify and implement ideas for organizational improvement.
- Other duties or projects as assigned.

**Qualifications and Skills:**

- At least three years' applicable experience. Exposure to and experience with nonprofit sector, aging services, or foundation work is desirable but not required.
- Highly proficient with Microsoft Office products including Word, PowerPoint, Excel.
- Highly proficient with Facebook's Meta Business Suite, MailChimp, Canva, and WordPress.
- Knowledge of database or CRM systems.
- Excellent communication skills (written and verbal).
- Self-directed, able to create a plan, prioritize initiatives and execute independently and in collaboration with others, to agreed deadlines.
- Able to manage multiple tasks.
- Strong listening skills.
- Attention to detail and follow-through.
- Demonstrated capacity to collaborate with diverse stakeholders.
- Commitment to providing outstanding customer service.
- Demonstrated ability to use tact and discretion; ability to maintain confidentiality of

information and other related matters.

- Collaborative team player who is willing to roll up their sleeves to help.
- Flexibility and openness to a changing environment.
- Passion for YCCF's mission and commitment to organizational values.
- Passion for Embracing Aging and TroveStreet®'s mission.
- Knowledge of York County community.
- Ability to access reliable Internet for remote work as needed.
- Have access to reliable transportation.

**Note: If selected for an interview, marketing examples and a writing test will be required.**