

CAREER OPPORTUNITY

Communications & Events Coordinator

Full-Time (40 hours/week), Hourly, Non-Exempt

Location: YWCA Silicon Valley, San Jose, CA 95112

Website: www.ywca-sv.org

Department: Philanthropy Department



Join a passionate, dynamic team dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all.

For over 100 years, YWCA Silicon Valley has identified the unique needs of Santa Clara County to deliver innovative programs to meet those needs. YWCA is part of a vibrant local, national and international movement that identifies and addresses the emerging issues affecting women, young women and girls. As the largest women's organization in the world, YWCA empowers women, children and families while eliminating racism, hatred and prejudice. Standing in solidarity, we empower women and promote peace, justice, freedom and equity for all.

YWCA's Philanthropy Team brings YWCA's mission to life through meaningful, authentic and strengths-based storytelling, donor engagement and customized stewardship and engagement opportunities for supporters of all ages, abilities and backgrounds. This passionate team consists of a Director of Philanthropy, Associate Director of Philanthropy, Director of Grants Management, Donor Relations Officer and Community Resource Coordinator.

Reporting to the Associate Director of Philanthropy, the Communications and Events Coordinator serves as a key member of the YWCA Philanthropy Team and provides leadership in executing communications and events strategies to achieve Philanthropy Department goals and objectives. The Communications and Events Coordinator is a natural YWCA brand ambassador that has a passion for thoughtful storytelling and writing to engage and compel all audiences. This team member excels in project management, thrives within fast paced working conditions and enjoys staying atop current affairs to address and thoughtfully communicate issues across a variety of platforms in 'real time'. The Communications and Events Coordinator provides leadership on the development, implementation and evaluation of communications and event engagement strategies including copy writing for YWCA websites, social media, program and event marketing, annual report, grants relating to events and communications, third party fundraising and working with YWCA stakeholders to achieve event related deliverables.

Duties include, but are not limited to:

- Advance the mission, vision and values of YWCA Silicon Valley, supporting the achievement of YWCA's Strategic Plan and YWCA's Campaign Plan;
- Serve on priority, designated YWCA Committees where appropriate and serve/lead designated YWCA operational teams, task forces and/or committees;
- Nurture and form meaningful internal and external working relationships and partnerships to advance YWCA's Philanthropic strategies;
- Develop, implement and evaluate communications strategies for YWCA's signature events including YWCA's Walk A Mile In Her Shoes, YWCA's Tribute to Women Awards and YWCA's Inspire Luncheon;
- Develop, implement and monitor engaging and compelling content for YWCA's online platforms including Facebook, Instagram, Twitter, YouTube and LinkedIn;
- Hold all YWCA marketing portfolios ensuring deliverables are achieved to include paid and earned media and provide leadership in achieving new marketing and communications opportunities through grant or in-kind opportunities;
- Serve as the media point of contact, tracking all media inquiries and arranging all opportunities with YWCA CEO while staying atop current affairs to respond with a YWCA perspective in 'real time';
- Provide full ownership of YWCA's core website via Word Press and curate content and strategies to advance YWCA communications and marketing objectives while abiding by national brand requirements at all times;

Thank you for your interest in employment with the YWCA. We may be unable to respond to every individual submission due to a high volume of applicants. Please do not telephone. Applicants who do not follow the application procedure are immediately disqualified.

- Develop YWCA Staff capacity to adhere to YWCA brand identify guidelines and develop and implement the tools and systems for staff to become YWCA brand ambassadors;
- Support the achievement of event related deliverables related to sponsorship, Tribute to Women honoree profiling and walker recruitment and engagement for Walk A Mile In Her Shoes; and
- Additional duties as assigned by supervisor.

We are seeking a passionate, communicative, and organized individual with a high level of integrity and accountability who thrives as part of a dynamic team.

Essential to this role:

- Possess knowledge of and sensitivity for communicating issues at the intersection of race, gender and violence;
- Prior communications and events related experience with an understanding of feminism and a strong commitment to social justice;
- Candidates must have a Bachelor’s Degree in a communications related field or an equivalent combination of education and experience;
- Must be a natural leader, a confident communicator and presenter, and possess excellent project management and time management skills;
- Must be an exceptional copy writer with an eye for detail, design, editing and proofreading;
- Experienced in WordPress with a strong knowledge and understanding of current trends in digital/social media, SEO, media relations and writing for various audiences;
- Ability to be present in a changing work environment; the ability to work independently and as a member of a diverse team with flexibility, initiative and a sense of humor; and the ability to prioritize effectively to meet and achieve competing priorities and objectives;
- **The ideal candidate is passionate about communications and storytelling from a strengths-based approach and thrives in a fast-paced environment;**
- Candidates should be experienced in WordPress, Constant Contact and/or MailChimp, Microsoft Office (Word, Excel, Outlook, and PowerPoint) and be willing to learn more about and provide recommendations on donor engagement and fundraising platforms; and
- **Spanish bilingual, bi-cultural and bi-literate skills are considered an asset.**

Work hours are primarily daytime between 9 a.m. and 5 p.m. with scheduling flexibility. Delivery of service may include overtime to accomplish task at hand. Work includes lifting equipment up to 40 pounds and local travel when required. Must be hands on and attend YWCA signature events. Required: Cleared background check (fingerprinting at federal and state levels), valid TB test, valid California driver’s license, reliable transportation, and CA auto insurance.

TO APPLY: Submit resume, cover letter and at least three examples of your best work (writing samples, design projects, fundraising/events collateral and/or marketing portfolio) to pdirector@ywca-sv.org with **“Communications & Events Coordinator”** in subject line. Posting will continue until desired candidate is confirmed. Select candidates will be contacted for an interview. YWCA Silicon Valley is an Equal Opportunity Employer.