

# Communications Specialist Job Posting

Are you a detail-oriented individual looking to make an impact on the world through your career? Do you love telling a good story and being part of a hardworking team, bringing your unique talents to accomplish incredible results? If so, we have the perfect job for you!

Cooperative for Education (CoEd) is a nonprofit organization dedicated to breaking the cycle of poverty in Guatemala through education. CoEd accomplishes this mission by helping kids learn to read, graduate, and thrive throughout their lives. By providing sustainable education tools (like books and computers), teacher training, and scholarships, CoEd strives to address the root causes of poverty in Guatemala, rather than merely treating its symptoms.

We are looking for a Communications Specialist who is a service-focused storyteller. This position is responsible for supporting the marketing and development team through:

- Creates and edits content for digital and print publications (i.e. blog posts, monthly eNews, appeal letters, grants, case studies, and giving reports).
- Collaborates with development team to carry out design and print needs for promotional materials, events, campaigns, and mailings.
- Keeps the website up-to-date via WordPress, Soapbox, and ManageWP.
- Manages email platform, Campaign Monitor by building monthly and one-off email templates, maintaining the integrity of email subscriber lists, and monitoring Welcome Series and drip campaigns.
- Manages Flickr account, photo storage.
- Manages inventory of print collateral and the integrity of CoEd's brand and style guidelines.
- Supports new business initiatives through research, updating presentations, and coordinating speaking engagements.
- Manages social media platforms and content planning to highlight Guatemala, CoEd programs and beneficiaries, donors, and active fundraising campaigns.
- Creates and schedules dynamic and informative content.
- Engages online with target audience and utilizes custom ads to grow supporter base.
- Engages with volunteer base to help complete ongoing projects.
- Collaborates with other teams to update and maintain volunteer list (translators, office volunteers, event volunteers, etc.) in Salesforce.
- Assists in website form responses and email list updates.

Our IDEAL candidate will possess the following characteristics:

[You're filled with gratitude.](#)

You love showing others the appreciation they deserve and recognize that thoughtfulness is key when communicating with donors.

You value attention to detail.

You care about the little things, and carry out your work with thought and integrity. You're even watching for typos, and this sentence made your eye twitch.

You're passionate about empowering students.

You recognize the importance of education, and long to make a difference by connecting promising students with supporters who can help them surmount the barriers to their success.

### **Skills/Experience Required:**

- Bachelor's Degree in related field. Please include your area of study on your resume (even for non-recent graduates).
- 1-2 years of work experience in communication, marketing and/or writing.
- Excellent written and oral communication skills.
- Excellent critical thinking skills with the ability to troubleshoot and problem solve.
- Detail oriented with strong organizational skills.
- Proficiency in Microsoft Office. Database experience and/or tech savviness preferred.
- Familiarity with design software (e.g., InDesign, Canva) preferred.
- Demonstrated excitement for social media creation and trend-based experimentation.
- Spanish speaking ability a plus, but not required.

**Compensation:** \$40,000 - \$42,000 annual salary

### **Benefits:**

- Medical/Dental/Vision Insurance
- Employer HSA contribution
- 401(k) plan
- Flex time
- 4 weeks Paid Time Off (PTO) and 10 observed paid holidays
- Paid travel to Guatemala with option of additional paid week for Spanish study

**This is an entry-level position based in our Cincinnati, Ohio office and starting in Spring 2024.**

This office currently operates with a hybrid in-person and remote schedule with flexibility for each employee.

**How to Apply:** Please apply through our website at [coeduc.org/careers](https://coeduc.org/careers) with resume and cover letter. Applications submitted prior to March 1st will receive priority consideration. **No phone calls, please.**

*Cooperative for Education is an Equal Opportunity Employer and does not unlawfully discriminate on-the-basis of any status or condition protected by applicable federal or state laws.*