



Position Description: Communications Coordinator

Position Classification:	Full time, Salaried (Exempt)
Reports To:	Engagement Director
Committee Participation:	Fund Development
Based:	Remote or Hybrid

Job Description

The Communications Coordinator is responsible for the organization and management of MREA publications, advertising, electronic newsletters, email marketing, website content, and promotional materials, including graphic design. This position leads and collaborates with appropriate staff to update website content, social media pages, and develop & execute marketing plans for MREA programs. To guide this work, the Communications Coordinator will work with department leads to create and deliver a year-by-year communication plan to guide the content, style, budget, and delivery of MREA promotion and paid advertising as well as maximize organizational storytelling and audience engagement.

Key Responsibilities

Marketing and Communication

- Meet with department leads on a regular basis.
- Work with Communications Working Group, MREA leadership, and necessary staff to develop an organizational communications plan that defines priority audiences, messaging, mechanisms, and style to define communications strategies as part of our 3-year strategic planning process.
- Field MREA media inquiries (interview requests, article requests, etc.) and work with applicable staff to execute as needed.
- Copyedit MREA articles and promotional and campaign content.
- Regularly coordinate with communications staff to ensure consistent branding and remain up to date.
- Represent MREA at events, including exhibiting, presentations, and meetings as needed.

Websites

- Lead process for updating and maintaining content for MREA website (midwestrenew.org) on an annual basis and as initiatives are updated and/or introduced.
- Work primarily with IT Administrator and Communications Working Group to optimize and maintain SEO and Google Ad Word coordination with necessary staff.
- Update sliders and pop-up messages on website aligned with current campaigns and initiatives.
- Work with necessary staff to develop, implement, and maintain Web Content Accessibility Standards across websites: midwestrenew.org, growsolar.org

Video

- Generate video content production including planning, script creation, direction, editing, sound design, graphics, and publishing.
- Coordinate and assist other departments with video content production as needed and cross check final video content.

Social Media

- Coordinate with communications leads to maintain MREA social media accounts including but not limited to content generation, scheduling, paid advertising, and analytics.
- Interact with Business Members and individuals on platforms as applicable.
- Review profile trends including followers and engagement stats for Board Meetings and to review campaigns

Email Marketing

- Work with applicable staff to engage audiences via email marketing.
- Curate monthly MREA newsletter and quarterly Member newsletter including writing/gathering necessary articles, design, editing, and managing mailing lists.
- Regularly audit email marketing metrics to inform account continuation/research.
- Maintain audience groups and contact lists within the email marketing platform.
- Serve as the email marketing platform contact and annually review pricing and benefits (February).

Responsibilities by MREA Program Area

Events and Outreach

- Participate in working groups as needed.
- Develop event marketing plans including but not limited to: press releases, paid ads, partner promotions, media kits, web assets, email campaigns, and graphic design as needed.
- Coordinate social media promotion before, during, and after events as needed.
- Work with the Engagement Director to approve, edit, and/or input events on the MREA Events Page as requested by partners through promotional partnerships and member benefits.

Engagement

- Support the Engagement Working Group for annual membership drive, year-end giving campaign, Rise Up scholarship campaign, and additional campaigns throughout the year through social media, paper mailings, email campaigns, etc.
- Work with Engagement Director to formally implement a legacy giving campaign including print and digital resources, mailings, and content infusion into other Fund Development initiatives
- Design printed promotional pieces as needed: membership brochure, business engagement and promotional flier, etc.
- Coordinate with Membership Working Group to design email marketing, renewal notices, etc.
- Update slider on midwestrenew.org with campaign or membership promotions utilizing annual marketing plans.
- Support year-round fund development and membership promotion through social media efforts.

Grow Solar

- Advise and assist in program communications efforts including but not limited to marketing plans, email marketing, and graphic design as needed.

- Work with Grow Solar Communications Lead to design email and graphic design templates in the off season (October-March)
- Design and prepare program direct mailings (May-August)

Training

- Oversee and implement training marketing calendar as provided by and discussed with Training Coordinator and training team.
- Prepare digital and print resources to promote courses, contract training, and miscellaneous training initiatives and programs.

Administration

- Participate in staff meetings, working groups, and planning sessions as needed.
- Support monthly and quarterly grant reporting when applicable.
- Help maintain MREA database with data entry as needed.
- Maintain a system to keep initiatives, graphics, and deliverables organized.
- Collect printing and/or design quotes for projects as needed.
- Update and order materials including but not limited to thank you cards, staff business cards, and merchandise as needed.
- Oversee interns and volunteers as needed.

Board Relations

- Attend Board of Directors meetings, prepare reports, and present information as needed.
- Participate on other board-level committees as needed (Fund Development).
- Participate in strategic planning process as needed.

Human Resources

- Participate in staff self-evaluations, meetings, workdays, and professional development days as appropriate.
- Work with volunteers and/or interns as needed.
- Participate in the hiring process for team members as needed.