



Job Posting

Communications Coordinator (Full-Time)

Department: Development & Communications
Supervisor: Director of Development & Communications
FLSA Status: Non-Exempt
Salary Range: \$32,700 – \$43,800
Telework: In-Person or Hybrid (partially remote)

The ideal candidate for this position is a storyteller, a strong writer, and a versatile communicator across varied formats. From social media content creation to traditional blog copywriting and from maximizing SEO to traditional print promotions, our Communications Coordinator serves Adoption Network Cleveland's community by increasing awareness of our mission, participation in our programs, and support for our development activities. Creativity, consistency, and collaborative implementation of communication plans make this role critical to our growth.

About Us

Adoption Network Cleveland recognizes adoption as a complex, lifelong, and intergenerational journey for all those whose lives are touched by it. Founded in 1988, Adoption Network Cleveland provides programs and services to connect and empower all members of the adoption triad (adoptees, birth parents, and adoptive parents); adoptive, kinship, and foster families; youth in foster care; foster care alumni; siblings; individuals who are donor conceived or have experienced a non-adoption DNA surprise; and the professionals who serve them. Recognizing that a unified voice is a strong voice, Adoption Network Cleveland promotes community awareness and social change by advocating for progressive policies and openness in adoption and child welfare practice, policy, and law.

What You'll Do

Communications, Online Multimedia Content, and Public Relations

- Plan, design, and execute the communications and marketing plan working with Director of Development & Communications.
- Create, place, and assess promotions for all Adoption Network Cleveland programs and events working effectively with various team members and leadership.
- Write, edit, and publish monthly e-newsletter.
- Craft and collect stories to promote Adoption Network Cleveland through interviewing, copywriting, managing image galleries, and creating videos.
- Develop new content for all platforms, manage website updates, and respond to platform inquiries.
- Execute social media strategy across all platforms including Facebook, Instagram, LinkedIn, Twitter, and YouTube.

- Devise and implement methods to improve, and report SEO performance including on-page SEO optimizations and image tags.
- Draft copy, and design collateral promotion materials and reports including the Annual Report, brochures, invitations, and mailings.
- Craft and manage the production of event announcements, programs, and signage.
- Manage and update the website's events via the calendar used to register participants.
- Maintain Adoption Network Cleveland's branding and consistent voice through all communications.
- Write press releases, schedule interviews, and maintain media kit and press contact lists.
- Prep staff and volunteers as needed for press interviews.
- Design and order printed materials, and promotional give-aways, as needed.
- Measure and report on the effectiveness of collective communications activities, engagement levels, and analytics.
- Other copywriting support and team responsibilities as needed in a small non-profit environment.

About You

- A bachelor's, and or graduate degree, OR more than 3 years of copywriting experience and social media administration experience.
- Understanding of SEO best practices, Adobe Creative Suite, Canva, and interactive web and social content options and apps.
- Talented social media video creator/editor.
- Excellent written communications including the ability to adapt writing between formal and informal styles.
- Compelling storyteller, rapport builder, and listener.
- Excited to recommend new ideas, open to feedback, and known for follow-through.
- Outgoing, creative, and ability to thrive in a collaborative environment.
- Ability to know when, and how, to multitask, as well as prioritize.
- Exhibits a commitment to diversity, equity, and inclusion through continuous development, modeling inclusive behaviors, and proactively managing bias.
- Appreciation of adoption as a lifelong journey with a general knowledge base of the issues involved.
- Proven history of solving problems and managing shifting priorities.

Core Competencies

- Communications
- Creativity and Design
- Detail Oriented
- Organization
- Self-start / Initiative
- Innovative
- Research

Additional Requirements

- Ability to use Microsoft Office, SharePoint, and Teams in daily work.
- Complete and pass a background check (cost covered by Adoption Network Cleveland).

Work Hours

Full-time, flexible hours, partially remote if desired.

Compensation and Benefits

Salary Range: \$32,700 – \$43,800, based on experience. Benefits include health insurance, retirement plan, short-term and long-term disability insurance, life insurance, and paid time off. Reimbursement of travel expenses.

APPLY

Send Cover Letter and Resume to HR-Dept@AdoptionNetwork.org. Individuals who respond by May 31st will receive priority consideration.

Equal Employment Opportunity Statement

To provide equal employment and advancement opportunities to all individuals, employment decisions at the organization are based on merit, qualifications, and abilities. We do not discriminate in employment opportunities, decisions, or practices on the basis of race, color, religion, national origin, age, gender, gender identity, gender expression, genetic information, disability, veteran status, sexual orientation, adoption status, or any other characteristic protected by law.