



Position: Communications Coordinator, KEEN St. Louis

Position Type: Hourly Position, 5-7 hours/week

Salary: \$16.00/hour

Location: Home, some program site visits (St. Charles/St. Louis County) and KEEN Office (Clayton)

Reports to: Executive Director (ED)

Description:

KEEN's mission is to empower youth with disabilities by providing free, non-competitive, one-to-one programs of exercise, fitness, and fun – all led by volunteer coaches. KEEN's vision is fostering the self-confidence, self-esteem and inclusion in the community for youth with disabilities; strengthening the community through the education of volunteers; and providing families with respite and a supportive network.

The **Communications Coordinator** for KEEN St. Louis will work to increase engagement, overall reach and brand awareness through email campaigns, social media outlets, and through targeted community outreach.

Specific Duties and Responsibilities:

- Speaks with common “voice” and represents KEEN St. Louis in all communications and at networking events
- Develop a robust communication strategy and calendar for social media and email- subject areas include (but not limited to) volunteer recruitment and retention, fundraising appeals, event promotion, and general foundation updates
- Creates engaging text, images, and video content to sustain readers' curiosity and increase engagement
- Facilitates online conversations with supporters
- Measures web traffic and monitors SEO trends
- Maintains communication with ED on all foundation related items and participates in weekly one-on-one meetings and/or conference calls
- Assists with coordination of special programs and other duties as assigned by ED

Qualifications:

- Prior non-profit and/or volunteer experience preferred
- Exceptional organizational skills and time management skills, with strong attention to detail
- Ability to work independently and multi-task while prioritizing and accomplishing goals
- Exceptional written and oral communication skills
- Experience with public speaking and community networking
- Compassion and understanding for persons with disabilities

Minimum Requirements (including, but not limited to):

- Bachelor degree in marketing, communications, or nonprofit/ business management preferred but not mandatory
- Expertise in social media (specifically Facebook and Instagram) and proficient in use of Constant Contact
- In-depth knowledge of SEO, keyword research and Google Analytics

Work is from KEEN office (Clayton, MO), program sites, and home office.
Flexible hours; depending on communication schedule –
non-traditional hours are necessary on occasion.

Compensation is \$16.00/hr, no benefits.

Interested candidates should submit a cover letter and resume by email to info@keenstlouis.org by November 27, 2018.