

Communications & Development Program Specialist

About:

Our Family Coalition advances equity for the full and expanding spectrum of LGBTQ+ families and children through support, education, and advocacy. Uniquely situated at the intersection of LGBTQ+ and family justice work, we are powered by community, and inspired by a love of children and families and a vision of a just society where we all belong and thrive.

Job Purpose:

The Communications & Development Program Specialist reports directly to the Communications & Development Director, and assists in designing, planning, and executing Communications & Development departmental Campaigns, Events, and Projects. The Communications & Development Program Specialist is additionally responsible for maintaining and/or supervising the maintenance and integrity of the Communications & Development data / database; creates, or supervises the creation of digital media, and management of all organizational social media platforms; and manages the organization of Communications & Development content / files.

Primary Responsibilities:

Communications

- In partnership with the Communications & Development Director, Crafts Newsletters, Press Releases, Blog Posts, Other Written Content and Materials for distribution, including Briefings and Reports
 - Creates and/or utilizes OFC standard templates to ensure the consistency of organizational branding
 - Creates and / or supervises the use of Adobe and Canva to to design marketing materials
 - Creates and / or utilizes OFC standard marketing materials and media for OFC initiatives and events
 - Tracks relevant current events and presents opportunities for Press Releases, Blog Posts, and Newsletter spotlights to the Communications & Development Director
 - Compiles organizational, programmatic, campaign, local partner, national events, and other relevant data in order to draft OFC's Monthly Newsletter
 - Drafts OFC written communications
 - Drafts / proposes content updates to Websites and Online Forums
 - Collaborates with the Communications & Development Director, the Programs Director, and the OFC Grant Writer to support all Communications &

Development departmental reporting, i.e., Grant Writing and Reporting, Funder's Report, Quarterly Briefing Report, etc.

- Receives data and information from the Programs Director as requests for marketing and promotion of upcoming events in order to
 - Create media and marketing campaigns
 - Schedule / publish / post media and marketing materials for scheduled programs
 - Update the programs calendar and OFC website
- Tracks and updates Communications & Development monthly metrics
- Support promotion of all OFC family support programming by listing events in relevant external digital promotional platforms, including but not limited to eblast networks (e.g., Berkeley Parents Network, other CBO email lists), local digital news publications (e.g. MeetUp, 510Families, SFKids, East Bay Fun Cheap, Chatterblock, Eventful, DotheBay, etc.)
- Perform site meetings (virtual and/or in person) to Community Partner agencies with the goal of building relationships that support Communications & Development program objectives and grant requirements
- Manages social media sites and media tools - Facebook (OFC Page and Groups), Twitter, Instagram, Google Business, Constant Contact, Vimeo, YouTube, Buffer, etc.
- Schedules / publishes / post reminders for all social media content, Newsletters, Press Releases, and Blogs

Development

- Collaborates with the Communications & Development Director in the creation and development of all Campaigns / Events / Projects, including, but not limited to:
 - Annual Plan
 - End of Year Campaign
 - Mid Year Campaign
 - Other Launches and Campaigns developed by the Communications & Development Director
- Executes Campaigns / Events / Projects Coordination, including, but not limited to:
 - Conducting Research That Pertains to Developing Specific Campaigns / Events / Projects
 - Drafting Proposals and Reports
 - Creates / Updates Campaigns in NEON
 - Curating / Creating Media
 - Identifying and Contacting Target Donors and Demographics for Campaign
 - Identifying and Contacting Target Vendors for Events
 - Identifying and Contacting Target Participants for Projects



Communications & Development Program Specialist

July 2022

- VIP and E-Level Communications, Coordinating with and Soliciting Donors, Community Partners, and Volunteers
- Donor and Donation Tracking / Follow up / Reporting
- Data Input / Tracking / Updating / Reporting of all Outreach
- Reconciling Post Campaign / Event / Project Data
- Conducting Analysis and Evaluations of Campaign / Events / Projects Efforts and Effectiveness
- Conducting Donor, Community Partner, Volunteer Recognition Efforts and Activities
- Registers / Confirms OFC's Participation in Community Partner Events
- Conducts Data Entry and General Database Management
- Assists in Identifying and Reconciling Data Gaps

Other Responsibilities

- Immediately supervises and assists with shaping workload for Communications & Development Interns and temporary / contract employees
- Manages and/or supervises management of Communications & Development specific servers, files, and data storage, i.e., Google Drive, NEON, in compliance with organizational standards
- Manages and/or supervises management of Communications & Development database / data entry / data reports / data analysis
- Supports / coordinates sponsorships and grants communications
- Other duties and responsibilities, as assigned by the Communications & Development Director

Preferred Qualifications:

- Minimum of a Bachelor's Degree
- Demonstrated experience with and knowledge of LGBTQ issues
- Demonstrated understanding of, experience with, and commitment to social justice, anti-oppression work, and LGBTQ rights
- Fast learner with initiative and a creative problem solver, comfortable sharing thoughts/ideas with team
- Knowledge of Bay Area neighborhoods and community resources
- Knowledge of California State, Regional and National LGBTQ+ resources
- Knowledge of Bay Area and California Service Provider Network
- Digital media design capabilities

Required Qualifications:

- Five+ years of experience doing relevant work (Development, Communication, Journalism, Media Design)
- Excellent communication skills: verbal, written, and computer/internet



Communications & Development Program Specialist

July 2022

- Copyediting, proofreading, and event logistics-related skills
- Digital media design skills
- Strong interpersonal skills, with a demonstrated ability to work as part of a diverse team, with staff from a variety of backgrounds and ages, and with adult clients and children
- Able to work independently and collaboratively across all / any constituency
- Experience working with people from diverse ethnic, linguistic, socioeconomic and cultural communities.
- Demonstrated organization, coordination, time and project management skills
- Database Management, Program Tracking and Spreadsheet skills, Evaluation Software Use and Management
- Comfortable with conducting Donor, Vendor, and Volunteer outreach
- Willing and available to work evenings and weekends.

Compensation and Terms

- The Communications & Development Program Specialist position reports to the Communications & Development Director (or to the Programs Director if there is no Communications & Development Director).
- The position is:
 - Full-time (37.5 hours/week)
 - Has a salary range starts at \$50k, per annum, depending on qualifications and experience
 - Is paid hourly and is eligible for company benefits
 - Is currently onsite, with some opportunities to work from home

Our Family Coalition is an equal opportunity employer and we encourage applications from women, people of color, people with disabilities, members of the LGBTQ community, or other underrepresented groups. OFC does not discriminate in its employment practices or policies on the basis of race, color, creed, ethnic or national origin or ancestry, age, gender, gender identity, religious beliefs, sexual orientation, veteran status or disability