

Communications & Development Program Specialist

Job Purpose

Our Family Coalition (OFC) advances equity for the full and expanding spectrum of LGBTQ families and children through support, education, and advocacy. The Communications and Development Program Specialist works with the Communications & Development team to solicit material support for all this work via grants, sponsorships, and other initiatives with foundations and individual donors; gives voice and visibility to the work, values, and vision of the organization via multiple internal and external channels, online and in print. The Communications and Development team also collaborates with organizational partners and promote public education campaigns that advance equity for LGBTQ-headed families with children, as well as the many social and political issues affecting our families. This position reports directly to the Communications and Development Director.

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 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 e-blast 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
 - 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 or relevant work experience.
- 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
- Experience with Wordpress hootsuite, buffer,, Neon CRM or other similar CRM programs
- Excellent Social Media skills
- Demonstrated experience in various grassroots marketing strategies

Physical Requirements:

- Required to sit and use their hands and fingers, stand, walk, reach with arms and hands, climb or balance, and to stoop, kneel, crouch or crawl.
- Vision abilities required by this job include close vision. Often uses a computer, tablet, or other office technology such as a copy machine and printer.
- Hearing abilities required by this job.
- Retrieve and deliver supplies from storage areas and move boxes and materials weighing up to 20 pounds.
- Required to come into the office



Headquarters: 1385 Mission Street, Suite 340, San Francisco, CA 94103

East Bay Address: 970 Grace Avenue, Oakland, CA 94608

www.ourfamily.org • Phone: 415-981-1960 • Fax: 415-981-1962

Compensation and Terms

The Communication and Development Program Specialist is a full-time, 37.5 hours/week position. The position is a salary and includes full medical and dental benefits.

Our Family Coalition is an equal opportunity employer and we encourage applications from Black 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.