

POSITION ANNOUNCEMENT

Communications & Design Coordinator

Position Summary

The Communications & Design Coordinator is a creative, mission-driven professional responsible for designing and delivering high-quality communications, visual content, and digital outreach that advance the organization's programmatic and fundraising goals. This role serves as the primary design and digital communications resource for the organization and works within the department of Advancement & Outreach, ensuring that our OFC's brand, storytelling, and public presence authentically reflect the communities we serve.

The Communications & Design Coordinator works across departments to support both programmatic communications and fundraising initiatives through compelling design and digital execution. This role formally serves the Office of Advancement & Outreach and the Programs department, reflecting the organization's collaborative structure in which communications functions as shared connective tissue between programmatic and advancement work. This position reports to the Communications & Partnerships Manager, within the Department of Advancement & Outreach under the Director of Advancement.

Key Responsibilities

Design & Brand Management

- Develop and produce design assets for organizational communications, including print materials, digital graphics, presentations, reports, and event collateral.
- Maintain and enforce brand consistency across all organizational materials, ensuring visual identity standards are upheld across platforms and departments.
- Design materials that support fundraising campaigns, gala events, grant reporting, and donor communications in coordination with the Advancement team.
- Create program-specific materials including toolkits, fact sheets, and outreach collateral in partnership with the Programs department.
- Manage the organization's visual asset library, ensuring materials are organized, accessible, and current.

Digital Communications & Social Media

- Execute the organization's communications calendar and schedule of external messaging across platforms, including email, Facebook, LinkedIn, Instagram, and other relevant channels, including the creation of video content, reels, and graphics.
- Support the production and distribution of the monthly organizational newsletter, executing design, formatting, and deployment as directed by the Communications & Partnerships Manager who owns editorial strategy and content.

- Maintain and update the organizational website (WordPress, Square Space, etc), including content updates and basic technical troubleshooting.
- Monitor digital engagement metrics and provide periodic reporting on reach, growth, and content performance to inform communications strategy.
- Support email marketing campaigns using organizational tools and CRM (Neon CRM), including list management, campaign design, and reporting.

Community Outreach & Tabling

- Represent the organization at community tabling events, health fairs, and public outreach opportunities, serving as a knowledgeable and mission-aligned ambassador.
- Coordinate logistics for tabling events including materials preparation, scheduling, and post-event follow-up.
- Maintain an inventory of outreach materials, ensuring supplies are current, print-ready, and brand-aligned.

Data & Systems

- Maintain accurate records of communications activities, outreach contacts, and campaign data in Neon CRM, constant, and all other relevant tools
- Support event tracking, donor communications, and reporting functions within the CRM as directed by Advancement team leadership.
- Contribute to the organization's annual report and other external publications through design, content coordination, and production support.

Qualifications

Required

- Bachelor's degree in Communications, Graphic Design, Marketing, Public Health, or a related field or equivalent combination of education and directly relevant professional experience.
- Demonstrated proficiency in Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere or equivalent).
- Demonstrated proficiency in Canva for organizational and campaign design.
- Working knowledge of WordPress or Squarespace, including content management and basic page editing.
- Experience managing organizational social media accounts, including short-form video content creation (Instagram Reels or equivalent).
- Proficiency in Neon CRM or demonstrated ability to learn and maintain working fluency in a comparable CRM system.

- Strong written communication skills with an eye for visual storytelling and brand consistency.
- Ability to manage multiple projects simultaneously with attention to detail and deadline accountability.
- Demonstrated commitment to racial equity, health justice, and LGBTQ+ family equity, with an understanding of the communities this organization serves.

Preferred

- Experience working in a nonprofit, community health, or social justice organization.
- Familiarity with LGBTQ Family advocacy issues.
- Experience with email marketing platforms (Constant Contact or equivalent).
- Bilingual or multilingual candidates are strongly encouraged to apply.

Work Environment

This is a hybrid position. The Communications & Design Coordinator is expected to be on-site as needed for tabling events, team meetings, and organizational activities. Some evening or weekend availability may be required for events. The role involves standard office and computer-based work.

Position title	Department	Reports to
Communications & Design Coordinator	Advancement & Outreach	Communications & Partnerships Manager
Employment status	FLSA status	Salary Range
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	<input checked="" type="checkbox"/> Nonexempt <input type="checkbox"/> Exempt	25 to 28 per hour, fully paid health & dental for staff and family; 401k with 3% match, generous PTO
Location	Hybrid – Bay Area	

Our Family Coalition is an Equal Opportunity Employer. We strongly encourage applications from Black, Indigenous, Transgender people, cis women, LGBTQ+ individuals, and people with lived experience connected to our mission.