

Title: Communications Coordinator
Hours: Full-Time Exempt, 40 hours per week
Salary: \$ 50,000 - \$55,000
Reports to: Director of Community Engagement
Date: March 2022 – Open Until Filled



To Apply

- Please submit cover letter and resume via e-mail to jobs@gaycity.org
- Please use “**Communications Coordinator - *Your name***” in the subject line

Gay City's Mission

Gay City: Seattle's LGBTQ Center cultivates access and connections to promote self-determination, liberation and joy in our communities.

Position Summary

The Communications Coordinator is responsible for developing and implementing an ongoing marketing, media, communications and public relations plan for Gay City: Seattle's LGBTQ Center. Responsibilities include content development, drafting newsletters, press releases and media statements, creating marketing messages, materials and supporting creative briefs, and creating the annual report. Additional responsibilities may include leading or assisting with special events and third party functions, as well as providing support to the Director of Community Engagement around copy writing for grant writing, solicitations, etc.

Duties and Responsibilities

- Lead storytelling and deep content development about the agency in order to increase awareness in the community about the full spectrum of our work
- Craft narrative development in accordance with Marketing Plan, Communications Calendar, and Development Strategy
- Manage press contacts and media relations and point of contact for media and community inquiries
- Support Outreach Events especially around Pride Month activities
- Collaborate with staff to gather information and stories from programs to highlight our mission
- Collaborate with Director of Community Engagement and other program leads on copywriting and development of grant applications
- Assist in content development for the Gay City and The AMP (AIDS Memorial Project) websites
- Responsible for activation and story collection for the The AMP, including facilitating The AMP Committee and volunteers

- Annual Report development with support from Data Coordinator and Director of Community Engagement, including infographics and visual storytelling using data.
- Ability to work autonomously to meet deadlines, while also actively participating in a collaborative team environment.

Qualifications (required)

- A passion for Gay City's mission, vision and commitment to intersectional social justice
- Strong written communication, verbal communication, and interpersonal skills
- Experience and knowledge of marketing strategy and planning, digital marketing, social media management
- Ability to define marketing strategy and deliver finished products that meets the organization's objectives
- Experience working with others to write marketing materials
- Effectively communicates marketing ideas using storytelling techniques and visually appealing media
- Independently writes well-structured and persuasive end -to-end marketing materials
- Uses creative communications vehicles to effectively convey ideas
- Manages projects effectively ensuring objectives, deadlines and budgets are met by team members
- Shares information, offers autonomy, is aware of people's needs, and effectively delegates
- Demonstrated ability to serve all segments of the LGBTQ community and culture, especially including mindfulness and respect with regard to people's pronouns
- Knowledge and familiarity of issues impacting queer and trans communities with demonstrated ability to think and work intersectionally, particularly with regard to race, class, gender, age and ability

Qualifications (preferred)

- Experience in public health, non-profit or health marketing.
- Comfortable with public speaking, podcasting, media relations, or similar
- Understanding and familiarity with film production and video editing.
- Familiar with Search Engine Optimization (SEO), and familiarity with best practices around accessibility in online and digital content
- Illustration and graphic design
 - Applicants will be asked to submit work samples, such as posters, flyers, sketches, or other related artwork if offered an interview.
- Comfort and familiarity with crafting press releases, media statements, and talking with journalists
- Proficient with Adobe Creative Suite
- Understanding of Wordpress or other similar web development tools
- Understanding of Mailchimp or other similar email newsletter tools

Benefits

- Full healthcare, dental, and optical coverage offered
- Generous vacation, paid holidays and sick leave after successful completion of the 90-day introductory period

- Gay City recognizes the importance of saving for retirement and offers eligible employees a 401(k) plan and employer matching
- Free ORCA Pass

1-9 and Vaccine Compliance

On your first day of work, you will be required to provide proof of your eligibility for employment under the Immigration and Reform Control Act of 1986, as amended. Therefore, please bring proper photo identification, such as your passport, or your driver's license and social security card on your first day. You will also need to provide proof of COVID vaccination.