



Position Description
Communications and Outreach Coordinator
Full-Time/Exempt

Bridges to Independence (Arlington, VA) leads individuals and families out of homelessness and into stable, independent futures. We are searching for a Communications and Outreach Coordinator to lead our marketing efforts to raise our organizational profile with supporters, donors, and volunteers, and cultivate strategic partnerships through community outreach activities.

The goal of the position is to help advance Bridges' mission by working to expand the breadth, depth and diversity of our brand and network of support. This position is supervised by the Director of Development and works closely with the Development Manager.

Please visit our website www.bridges2.org and social media outlets to learn more about our work.

A successful candidate will demonstrate competency and divide his/her time between the following duties and responsibilities:

1. Communications and Marketing

- Work with the Director of Development to create and implement an overall communications/marketing plan for the organization with a focus on branding and messaging strategy, donor and organizational reporting, and other communications deliverables.
- Create and disseminate print and online publications for education, development, and administrative purposes (such as e-blasts, newsletters, videos, annual reports, appeal letters, brochures, and marketing materials).
- Maintain and update Bridges' website.
- Collect and distribute stories about clients and/or projects and programs from staff and partners in written and social media forms.
- Assist with promoting fundraising campaigns, events, and activities.
- Establish and maintain an online blog with monthly contributions from staff, clients, or partners.
- Develop and maintain relationships with local media for news and advertisements.
- Maintain Bridges' media archives

2. Community Outreach and Engagement

- Work collaboratively to identify new businesses, faith-based organizations, and social and civic organization partners.
- Manage Bridges' social media platforms and increase the organization's online presence.
- Make presentations before groups on volunteer activities and Bridges programs.
- Host tours of Sullivan House, when necessary.

- Participate in community events, fairs and other related activities.

3. Volunteer Management

- Manage and direct all aspects of Bridges' volunteer utilization cycle, including the recruitment, screening, training, placement, recognition and evaluation of volunteers.
- Serve as liaison to the community and volunteer organizations regarding volunteerism in Bridges programs.
- Work with staff to place volunteers in programs.
- Design and promote opportunities for individual and group volunteer involvement among diverse stakeholder groups and organizations.
- Assist in organizing annual volunteer recognition and appreciation events.
- Represent Bridges to Independence at various community events, and work towards increasing in-kind and volunteer support.

Qualifications:

- Bachelor-level degree from an accredited college/university plus at least 1 year of experience or the equivalent in years of relevant experience.
- Strong written and verbal communication skills.
- Proficiency in Microsoft Office Suite
- Expertise in InDesign, Photoshop, or similar graphic layout and design software
- Proven ability to develop and implement public affairs, marketing and communications plans that achieve specific, measurable results.
- Ability to tailor communications that effectively connects with diverse audiences.
- Ability to handle and prioritize multiple tasks while maintaining strong attention to detail.
- Sound judgment, professionalism and a positive attitude.
- Resourcefulness, creativity and strong problem-solving skills.

Salary: Low 40s, commensurate with experience

Additional Information: Bridges to Independence embraces diversity and equal opportunity in a serious way. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. The more inclusive we are, the better our work will be.

How to Apply: For consideration, please email a cover letter, resume, and brief work samples to Jeanette Norton, Director of Development at jnorton@bridges2.org with the subject line "Communications and Outreach Coordinator." No phone calls please.