

# Communications Coordinator

**Location:** Remote. Must live in Western NC, preferably Polk or Henderson Counties.

**Position Type:** Full-Time

**Salary:** \$40,000 - \$45,000



Champions for Wildlife helps kids connect with wildlife through art. Our Wild for Art programs give kids opportunities to discover, create, and learn about wildlife in ways that spark curiosity and build confidence. We believe art is a powerful way for kids to explore the natural world and feel connected to something bigger. Our work is rooted in creativity, connection, and care.

## Position Overview

We are looking for a Communications Coordinator who can create clear, warm, and engaging content for educators, donors, and the community. This is a hands-on role focused on weekly execution: writing, simple design, sharing stories, scheduling posts, and supporting donor engagement. This is not a strategy or consulting role. The focus is steady progress, clear communication, and thoughtful storytelling.

## Key Responsibilities

### Donor and Community Engagement

- Draft donor emails, thank-you messages, and outreach materials
- Support donor welcome and re-engagement journeys using templates
- Create donor touchpoints that highlight impact through stories, quotes, and visuals
- Maintain messaging that reflects our communications priorities: wildlife, youth, art

### Content Creation and Storytelling

- Draft blog posts, newsletters, and short stories about program moments
- Create simple graphics and visuals using Canva
- Maintain a rolling content calendar
- Write content for educators, families, and donors that is clear, warm, and easy to understand
- Attend local classes and take both photos & videos

### Social Media

- Create and schedule weekly posts across Facebook, Instagram, and LinkedIn
- Share behind-the-scenes moments that highlight curiosity, creativity, and connection
- Maintain a consistent voice that feels warm, imaginative, and accessible

### Website and Discovery Den Support

- Make simple updates to website pages and Discovery Den content
- Upload stories, photos, and highlights
- Ensure updates follow our tone guidelines and preferred word choices

### Communications Analytics

- Track performance metrics such as email open rates and social media engagement

- Share monthly insights with the Executive Director to help guide content planning

#### Public Relations and Community Outreach

- Draft press releases and announcements
- Keep media and influencer lists updated
- Support communications for programs and events
- Share stories or updates with local news, community publications, and partner organizations
- Coordinate event-related communications such as invitations, reminders, and follow-up highlights

#### Collaboration and Workflow

- Provide weekly updates to the Executive Director
- Stay on top of Monday.com notifications
- Communicate early when something is unclear or falling behind
- Work with program staff to gather stories, visuals, and quotes
- Keep projects organized and moving managing deadlines and prioritizing tasks

#### Qualifications

- 2 to 4 years of experience in nonprofit communications, marketing, or public relations
- Strong writing skills in a warm, clear, simple voice
- Experience managing organizational social media accounts
- Proficiency with Canva
- Experience with email platforms such as Mailchimp or Constant Contact
- Ability to make updates in a website CMS
- Familiarity with project tools like Monday.com
- Strong organizational and project-management skills
- Video editing experience is a plus.

#### Attributes That Lead to Success

- Writes with clarity, creativity, and care
- Reliable, organized, and strong with follow-through
- Communicates early when support is needed
- Comfortable with weekly priorities and deadlines
- Connects well with educators, kids, and donors
- Values creativity and connection in all messaging
- Comfortable working in a small nonprofit environment where roles may shift slightly during busy seasons or events

#### Benefits

- Competitive salary
- Fully remote work environment
- Discretionary Time Off (DTO)
- Professional development opportunities
- The organization does not currently offer health insurance or retirement benefits.

#### How to Apply

Submit a cover letter, resume, and communications samples to Tashi Brewster, Executive Director, at [tashi@championsforwildlife.org](mailto:tashi@championsforwildlife.org)