



Outreach and Communications Coordinator

Founded in 1998, Proof Alliance is the largest organization in the U.S. dedicated to preventing prenatal alcohol exposure and improving outcomes for people impacted by fetal alcohol spectrum disorders (FASD). We use a systems approach to build alliances with partners in the education, research, legal/judicial, health care, legislative and social service industries. Together, we advocate for greater funding of services, further development of awareness and an FASD-informed future. Join us in this meaningful work!

WORK STATUS: Non-Exempt, Full Time

Salary Range: \$24.00 Per Hour

LOCATION: Proof Alliance is in St. Paul and values a flexible working environment and currently works in a hybrid environment with time spent in the office and remote, depending on the position requirements. Moderate travel is required for in-person exhibiting events, which can be located anywhere in the metro or Greater Minnesota. Some evenings and weekends may be required.

REPORTING STRUCTURE: This position reports to the Prevention Manager and has an essential role on the Public Awareness team.

PRIMARY DUTIES AND RESPONSIBILITIES: Proof Alliance is seeking a dedicated and enthusiastic Outreach and Communications Coordinator to join our team. In this role, you will support the planning and execution of public awareness campaigns and engage with various stakeholders to promote our mission. Responsibilities include coordinating and exhibiting at outreach events, assembling print and digital materials, including social media content. The ideal candidate is a creative communicator with experience in marketing and/or nonprofit communications.

Identify and Coordinate Public Awareness Opportunities

- Identify and attend virtual and in-person exhibiting events that align with Proof's strategic public awareness initiatives and represent Proof Alliance as a leader in FASD awareness.
- Coordinate volunteers to attend Proof Alliance exhibiting events
- Maintain the Proof Alliance online store, which provides public awareness materials to agencies across Minnesota.

- Make recommendations and support the design and procurement of new public awareness materials and merchandise.
- Ensure all print and digital program materials are accurate, up-to-date and aligned with Proof Alliance's messaging and branding.
- Maintain an outreach event calendar, assist in brainstorming partnerships, and sourcing and establishing referral sources.
- Track and report on data collected at public awareness events.

Mobilize Community Partners to Broaden Reach

- Collaborate with public awareness team to identify and support relationships with relevant influencers and other prospective brand ambassadors, partners and stakeholders who can help disseminate our messaging through their networks.
- Work closely with other departments to gather information and create social media and print content that supports their initiatives.
- Assist public awareness team with projects and tasks as requested.

Create Content Aimed at Increasing Awareness of our Mission

- In collaboration with the public awareness team, assist in implementing strategies to increase follower count and enhance engagement across all social media platforms.
- Maintain an organizational content calendar to ensure timely and coordinated messaging across all platforms.
- Plan, create, and publish engaging and informative content for various platforms including social media, blogs, newsletters, websites and print materials.
- Monitor social media accounts, responding promptly to comments, messages, and mentions.
- Track and analyze content performance using analytics tools and provide regular reports to inform strategy and improve engagement.
- Engage with the online community by liking, commenting, and sharing relevant content to foster a sense of community and increase follower engagement.
- Stay current with social media trends, tools, and best practices to ensure the organization remains at the forefront of social media innovation.

QUALIFICATIONS:

Required:

- Associates degree or equivalent experience
- 2 years community outreach experience or equivalent experience
- 2 years in communications/marketing or equivalent experience

- Strong interpersonal and communication skills
- Skilled at using current and emerging communications technology such as Canva, Adobe, WordPress, Hootsuite, Microsoft Office and other tools
- Ability to work collaboratively with team members, partners and other stakeholders
- Ability to travel within Minnesota for outreach events
- Availability to work occasional evening and weekend events
- Excellent time-management and organizational skills
- Detail-oriented and efficient
- Advanced knowledge of social media platforms

Preferred:

- 2 years volunteer coordinating experience

ADDITIONAL INFORMATION: Proof Alliance is an equal opportunity employer and values a diverse work environment. Proof Alliance offers a family-friendly work environment and a complete benefits package that includes generous time off, medical & dental insurance, short- and long-term disability, life insurance and an IRA match.

The selected candidate will need to pass a background check for violent offences and offences against vulnerable populations.

HOW TO APPLY: Please email ALL the following information to humanresources@proofalliance.org. Applications received by August 5, 2024, will receive priority. Candidates with incomplete applications may not be considered.

1. Your resume
2. Your cover letter telling us:
 - Why you are interested in this position.
 - How you believe you meet the qualifications.