



**Position:** Communications Coordinator

**Location:** Summit New Jersey

**# of Openings:** 1

### **Who are we**

Bridges is a rapidly expanding, leading non-profit organization specializing in ending homelessness. Bridges began as an outreach organization feeding people experiencing homelessness. Today these outreach services act as a gateway to forming relationships with our clients, for Bridges to offer individual case management services focusing on health, housing and independence. This unique offering has contributed to our remarkable growth and is the differentiator that sets Bridges apart from other organizations. Our team has worked hard to build a reputation of meeting people where they are physically and mentally, by consistently and effectively providing solutions for housing, by growing our impact in Essex and Union counties, by continuously improving, and by focusing on exceeding the expectations of our clients, our service partners, our volunteers, and donors. If you have a startup mentality, are excited about helping people experiencing homelessness, and are passionate about impact driven work, join Bridges as we strive to give all of our clients a front door of their own.

### **Who are we seeking**

We are currently looking for a highly creative self-starter to be an integral part of our Development & Communications team. A person who can maximize our social media engagement and exposure across platforms. Our Communications Coordinator needs to be able to work independently as well as part of a team to raise the organization's visibility within the marketplace. They need to have exceptional writing, editing, layout/design, printing/proofing skills and ability to work with diverse communities and demonstrate inclusion and professionalism. This position needs a person who can multitask and manage multiple projects with competing priorities and deadlines in a fast-paced environment.

### **What will you do**

This Communications Coordinator reports to and works in partnership with the Director of Development. The function of this position will be to focus on implementing strategies through newsletters, emails, website content, social media postings, video creation, marketing collateral, Google ads, analytics, press releases/media relations, and other creative services to increase the organizations visibility within the marketplace. The ideal candidate will have exceptional writing skills, a passion for storytelling, wonderful project management skills, as well as a passion for the mission of Bridges. The main duties and responsibilities include:

- Strategize and maintain an omni-channel marketing plan across social media platforms
- Prepare accurate reports on campaign performances with solutions for improvement
- Evaluate important metrics that affect our website traffic and social media engagement
- Plan, engage use of live feed when appropriate; plan and execute videos for enhanced visual storytelling
- Photograph different opportunities to promote Bridges Impact
- Identify, produce, and utilize collateral material for segmented audiences
- Work with Director of Development & Communications to create meaningful donor communications and promote events effectively
- Identify, promote, and evaluate opportunities for multiple language communications
- Document volunteer, staff, and client experiences in an effect manner using photos and compelling verbiage

### **What are the requirements**

- BA (preferred)
- 1-2 years' experience in Marketing, Social Media, PR, and Advertising
- Ability and willingness to work some evenings and weekends as required for meetings, events, or special activities
- Skilled use of Microsoft Office and/or Google Suite products, Adobe products

### **Additional Qualifications, Strengths and Skills**

- Excellent interpersonal skills including verbal and written communication and follow through
- Knowledge of Social Media Management Tools
- Multi-lingual (Spanish)