



NW ASSOCIATION
FOR
BLIND
ATHLETES

Marketing & Communications Coordinator

Northwest Association for Blind Athletes (NWABA) is a mission-driven, growth-oriented organization that fosters a culture of innovation, communication, collaboration and hard work to improve the quality of life for individuals who are blind and visually impaired. NWABA provides life-changing opportunities through sports and physical activity to individuals who are blind and visually impaired.

Over the last eleven years, the Association has transformed from an organization serving six individuals in its first year to a national leader in the field that improves the quality of life for more than 1,500 children, youth, adults and military veterans with visual impairments annually through five innovative programs and services. This position is being added at a pivotal time in organizational growth and will support significant and sustainable expansion of NWABA's life-changing programs. To learn more please visit www.nwaba.org.

Position Summary:

We seek an entrepreneurial and forward-thinking **Marketing & Communications Coordinator** to join our growing development team. The Marketing & Communications Coordinator will be accountable for the creation, implementation, and measurement of a comprehensive marketing and communications plan that aligns with NWABA's overall strategy and growth initiatives. The coordinator will also be responsible for creating and publishing well-written content across multiple communications platforms. This position reports to the Director of Development and works closely with multiple other teams to accomplish NWABA's annual and strategic plan goals. This is an opportunity to actively and strategically grow the organization's presence and impact. This is a full-time, exempt position.

NWABA offers competitive compensation including health insurance, generous PTO, a 403(b) savings plan and paid holidays. Working from our conveniently located downtown **Vancouver, WA** office, employees are in the heart of the city and close to restaurants, coffee shops, trails and countless other attractions.

Job Responsibilities:

- Communications and Social Media
 - Maintains a comprehensive, consistent and effective brand identity and guidelines for all aspects of NWABA.
 - With Director of Development, create, implement and manage a comprehensive communications plan including all print, on-line and, social media and event schedules.
 - Work alongside volunteers, program staff, families and athletes to collect stories that can be shared across different communication platforms.
 - Works with Development and Program teams to maintain and update organizational website (Wordpress), social media accounts (Facebook, Twitter, Instagram, LinkedIn) and Google Ads account.
 - Liaison with photographers, videographers, and graphic designers to produce and present effective visual content.
 - Responsible for writing and sending of fundraising appeals, email newsletters, annual reports, stewardships reports, newsletters, and other materials.

- Marketing and Public Relations
 - Develop public relations strategies for NWABA events and announcements as needed.
 - Write press releases and send them to appropriate press outlets as needed.
 - Manage organizational media contacts and serve as first point of contact for media inquiries.
 - Work with Development and Program teams to increase brand awareness in new and growing markets.
- General
 - Analyze and report impact of communications on organizational success.
 - Assist with the organization and implementation of Development events.
 - Work with the Development team to achieve NWABA's fundraising goals.
 - Other duties or special projects as assigned by the Director of Development.

Desired Knowledge, Skills and Abilities:

- Bachelor's degree in English, journalism, communication, marketing and/or public relations experience or equivalent work experience in lieu of degree.
- Demonstrated 2-3 years' experience in marketing and communications; ability to write strategic communication pieces for an organization including press releases, newsletter, website content, etc.
- Proficiency in Microsoft Office Suite and Adobe InDesign required; experience with WordPress, Greater Giving and/or E-Tapestry is a plus.
- Outstanding writing, grammar and editing skills.
- Excellent attention to details and highly organized.
- Experienced in managing social media (Facebook, Twitter and Instagram) for an organization preferred.
- Prior experience in non-profit communications and/or fundraising preferred.
- Ability to work as a team member and to establish and maintain effective working relationships through successful interpersonal, written and verbal communication.
- Ability to prioritize and manage multiple tasks.
- Must be self-directed, able to work both independently and in a team, and to take direction when given.
- Ability to lift and carry up to 40 lbs. including tandem bikes, kayaks and other equipment.
- Ability to travel approximately 10-15% of time as needed throughout our service area (WA, OR, ID and MT) including air travel.
- Ability to work some evenings and weekends throughout the year when required.
- Must possess a valid state-issued driver's license and be comfortable driving organization-owned vehicles in support of job responsibilities. Ability to pass a background check, including MVR.

Application Instructions:

*For consideration, please send **all** of the following to Dawn Wensel at dwensel@nwaba.org:*

- 1. Cover Letter – please share the following:**
 - a. *Why are you interested in working with the **Northwest Association for Blind Athletes**?*
 - b. *How do your strengths and skills align with the **Marketing & Communications** position?*
- 2. Resume**