

# Communications Coordinator

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**Reports To:** Senior Director of Partnerships

**Status:** Full-Time, Benefits-Eligible

**Compensation:** \$22 hr

**To Apply:** Send a cover letter and resume to Laurie Morrow ([laurie.morrow@canopynwa.org](mailto:laurie.morrow@canopynwa.org))

## POSITION SUMMARY

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The Communications Coordinator plays a vital role in advancing Canopy NWA's mission by developing and implementing strategic communications that engage stakeholders, donors, and the broader community. This position leads content creation across digital platforms, manages media, and measures the impact of communications efforts to drive continued growth and awareness.

## ESSENTIAL DUTIES & RESPONSIBILITIES

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### Content Creation & Digital Presence

- Lead the creation of online content to ensure Canopy's digital presence is engaging, current, and aligned with its mission.
- Produce monthly communications deliverables including a newsletter, two blog posts, and/or two podcasts.
- Gather photos and videos at Canopy events; manage asset libraries and upload visual content to the website and social media channels.
- Maintain Canopy's website content and support staff with website-related issues.

### Marketing, PR & Social Media

- Plan, organize, and direct marketing, promotion, and advertising functions.
- Develop creative strategies and tactics to achieve the organization's marketing goals.
- Manage all multimedia and social media efforts to build momentum and raise awareness of Canopy's programs; craft press releases and leverage earned media channels.
- Engage with stakeholders to gather compelling stories and information for communications content.

### Analytics & Reporting

- Generate a monthly digital analytics report assessing marketing effectiveness and monitoring conversion rates.

### Events & Community Engagement

- Assist with planning and execution of fundraising events, including day-of logistics coordination.
- Support community engagement efforts, including tabling events, outreach activities, and special events to raise awareness of Canopy's programs and services.
- Represent Canopy NWA at community events, serving as an ambassador to connect with potential donors, volunteers, and community partners.
- Regularly travel across Northwest Arkansas to gather content for Canopy media. Mileage reimbursement is provided.

## Digital Media & Communications Management

- Create and maintain an active digital media presence across all of Canopy's platforms, ensuring content is timely, consistent, and mission-aligned.
- Monitor and respond to digital inquiries and communications directed to Canopy, ensuring prompt and professional engagement with the community.
- Develop and manage a content calendar to maintain a steady and strategic flow of communications across all channels.
- Designing graphics for digital communication and events.

## QUALIFICATIONS

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### Education & Experience (one of the following):

- Associate's degree or higher in Communications, Journalism, Marketing & Public Relations, Social Media Management, Digital Media, or Web Content, plus a minimum of 2 years of relevant work experience; OR
- 3 years of experience in digital content creation, preferably for a nonprofit organization.

### Skills & Competencies:

- Proven track record of growing and cultivating social media engagement.
- Strong graphic design skills and a polished visual aesthetic.
- Excellent written and verbal communication skills with the ability to quickly learn new formats.
- Ability to generate and implement creative, trend-aware ideas to communicate the organization's mission.
- Proficiency with web-based design and communication tools, including Canva, Adobe Creative Suite, Neon CRM, Facebook, Instagram, LinkedIn, and WordPress sites.
- Highly organized, detail-oriented, and reliable, with strong interpersonal skills and a collaborative mindset.
- Ability to manage multiple priorities and produce quality work under deadline with minimal supervision.
- Comfortable working with people of diverse backgrounds, training levels, and experiences.
- Adaptable and forward-thinking, with the ability to make decisions in a changing environment.
- Genuine commitment to the mission, values, and vision of Canopy NWA.

## ADDITIONAL RESPONSIBILITIES

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- Attend and actively participate in staff meetings.
- Adhere to service delivery expectations of Canopy NWA and Global Refuge.
- Comply with all applicable federal, state, and Global Refuge contract requirements.

## WORK ENVIRONMENT

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This position is primarily office-based with regular travel across Northwest Arkansas for content gathering. Occasional evening and weekend hours are required. The work environment maintains a moderate noise level. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions of this role.

## EMPLOYEE BENEFITS

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Canopy NWA believes that the health and wellbeing of its employees is central to its mission. Full-time employees work a 35-hour work week and receive the following comprehensive benefits:

- 100% employer-covered premiums for health, dental, and vision insurance
- Employer contribution to a retirement savings account
- Monthly cell phone stipend
- 15–25 days of paid vacation (based on tenure)
- 9 paid federal holidays
- 3 paid volunteer days
- Paid sick leave (applicable to both physical and mental health)
- 12 weeks of paid parental leave
- Access to professional development opportunities

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*The above is intended to summarize the general nature of this role and is not an exhaustive list of duties. Specific responsibilities may vary by department and are subject to change based on organizational needs.*