

WNIN JOB ANNOUNCEMENT

<u>Employer Information:</u> WNIN Tri-State Public Media, Inc. 405 Carpenter Street Evansville, IN 47708 Phone: 812-423-2973 Fax: 812-428-7548	<u>Job Information:</u> Job Title: Communications Coordinator Work Hours: 22-25 hours per week Work Days: Monday – Friday and as needed Application Process: Send résumé and cover letter, Reference Job # 0817
--	--

Communications Coordinator
Reports to Director of Membership
Part-Time / Non-Exempt

General Stmt.: WNIN is looking for a Communications Coordinator to assist in the planning, execution and optimization of WNIN's Members Services fundraising program. You will primarily support the communications from the Member Services department as well as work on content marketing through all platforms of this multi-media station. You'll play a large role in acquiring new members and retaining current members. The ideal candidate should have some public relations, marketing and web based experience and be eager to learn and grow their skill set in this hands-on role that will truly impact the mission of WNIN.

We're looking for someone with a passion for content marketing and public relations, excellent analytical and organizational skills, and a strong interest in communications. Experience covering areas such as website content, newsletters, and donor communications is desired. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is important. EOE

This is a part-time position that may lead to a full-time opportunity in the future. Please see responsibilities and qualifications attached.

To Apply: Please send cover letter and resume to WNIN, Job #0817, Two Main Street, Evansville, IN 47708, or email to employment@wnin.org.

Responsibilities:

- Work closely with the Director of Member Services to coordinate all communications for revenue streams which includes direct mail, website/social media, and on air pledge.
- Draft materials including direct mail, constant contact, email marketing, web content for Member Services.
- Coordinate events for affinity groups like Kids Club, Major Donors, and volunteers for donor cultivation.
- Create graphic designs to enhance marketing materials and fundraising strategies.
- Analyze data from our database to target audience for fundraising campaign appeals.
- Designs, develops, tests and publishes new web pages to web site in compliance with industry standards. Ensures that assigned area/service is stable, well designed, effective to use, up-to-date, and properly maintained.
- Monitors and reports web statistics and makes recommendations to managers to improve visibility and usability of web site.
- Provide support with social media and web content to increase fundraising revenue.

Qualifications:

- Excellent written and verbal communication skills, with a knack for creative writing and graphic design to enhance the member experience.
- Responsible and works independently to achieve team goals.
- Ability to create campaigns that will utilize written, on air, web and social media platforms to optimize fundraising plan.
- Manage and prioritize multiple tasks to meet deadlines for campaigns.
- Able to problem solve, be resourceful, flexible, accurate, an eye for detail and has strong analytical ability.
- Ability to work effectively in a fast-paced team environment while maintaining a positive attitude, sense of humor, and desire to learn.
- 1-2 years of experience in public relations or marketing communications with an emphasis on web design and creating web content is desired but not required.
- College graduate with a degree in communications, public relations, marketing, journalism, English, or business is desired.