



Job Description

PUBLIC OUTREACH COORDINATOR

The Public Outreach Coordinator (POC) will report to the Senior Manager of Donor Communications.

The POC is responsible for the development, production, and distribution of Ashbrook's written copy as it relates to press releases, internal and external digital communications, multimedia, and creative content including video and social media. Working within the philanthropy department, it is the goal of the POC to reach donors and potential new donors with both wide-reaching and targeted content intended to increase Ashbrook's awareness to the public and cultivate support for Ashbrook and its mission. As necessary, the POC will also help to support efforts to reach students and teachers with information about Ashbrook's programs.

The POC will be a self-motivated individual who can operate cross-departmentally. The POC will work in collaboration with the Executive Director to determine creative writing solutions for all aspects of public relations, including press releases, videos, social media, online courses, and websites.

Responsibilities:

Creative Writing

- Press Releases
- Op-Eds
- Articles
- Digital Advertisements
- Marketing Collateral
- Social Media Posts

Social Media

- Collaborates with the Senior Manager of Donor Communications and the Director of Philanthropy to develop quarterly social media strategies to create engaging content for Ashbrook's organizational social media pages.
- Works with members of Ashbrook's student, teacher, and citizen programs to develop Ashbrook social media content.

- Under the direction of the Senior Manager of Donor Communications, manages Ashbrook's digital acquisition and fundraising program.
- Ensures brand consistency across all platforms including, but not limited to, Facebook, Twitter, Instagram and YouTube.

Qualifications

- Understanding of and belief in Ashbrook's mission.
- Exceptional copywriting skills.
- Digital direct response marketing experience preferred.
- Fundraising experience preferred.

Other Responsibilities

In certain instances, the POC may be asked to assist in other tasks or projects for Ashbrook including:

- Join program and philanthropy meetings when requested.
- Design slideshows and graphics for the Memorial Dinner and other on-campus events.
- Consult departments on creative and design related questions and matters (i.e., video scripts, social media, etc.).