Communications Coordinator

Our Organization
Alliance for a Better Community (ABC) is a nonprofit 501(c)3 that is advancing social, economic, racial equity and justice for the Latino/a community and the Los Angeles region through power building and policy advocacy. ABC seeks to create a vibrant Los Angeles community where all families enjoy full access to economic opportunities, high-quality education, healthcare, safe communities, and meaningful civic engagement.

Position Summary
The Communications Coordinator will be an integral part of ABC’s communications department, assisting in the creation and implementation of strategic communication collateral from managing social media and assisting in media relations to supporting event planning and coalition work. Reporting to the Communications and Marketing Manager, the Communications Coordinator will be key to expanding and strengthening ABC’s online presence by creating content for social media, web, and newsletters. The candidate will be a creative thinker with an eye for visual design and a knack for explaining complex concepts in easy-to-understand and engaging ways. This individual will be attuned to social media and other digital platforms and have the capacity to leverage them to further ABC’s policy and advocacy work to support Latino/as in Los Angeles and empower our communities.

Essential Duties & Responsibilities

- Help ABC build support and visibility on social media (Twitter, LinkedIn, Facebook, and Instagram) by drafting, strategizing, and curating content, scheduling all social posts, and engaging on social platforms through retweets, comments, and active monitoring.
- Create content and design graphic posts for social media channels highlighting programs, campaigns, stories, fundraising successes, and updates, in alignment with our communications and fundraising strategies.
- Assist in the creation of content for blog posts, policy briefs, newsletters, and press releases.
- Work with partner organizations and create social media toolkits and resources to help stakeholders and community members share our work to grow our audiences.
• Assist in managing website content by performing timely updates for blog posts, events, and campaign information.
• Monitor social media for messaging and community engagement on topics that ABC is invested in and identify opportunities where ABC can be part of valuable conversations.
• Assist communications team in developing campaign strategies, tactics, and messaging.
• Assist with developing written content for other various communications materials.
• Track digital metrics and analytics for social media and web and report to senior staff.
• Assist
• Perform other duties as assigned.

Required Qualifications and Skills

• Excellent written and verbal communication skills
• Minimum of one year managing social media content, including responding to messages and comments, scheduling and publishing content, and tracking analytics.
• Minimum of one year writing
• Experience using WordPress and managing website content.
• Excellent written and oral communication
• Demonstrated commitment to social and racial justice.
• Proven ability to successfully manage several projects simultaneously.
• Proven ability to develop engaging social media content.
• Demonstrated ability to communicate complex and technical concepts into easy to understand written and visual materials
• Proficient in Facebook, Twitter, Instagram, and LinkedIn.

Preferred Qualifications and Skills

• Experience using Canva to create engaging visual content.
• SEO knowledge is a plus.
• Experience using Constant Contact to assist with newsletter communications.
• Experience working in a non-profit environment.
• Experience in policy work is a plus.

This is a full-time position with a competitive benefits package. Salary will be commensurate with experience and qualifications.

All those interested in applying should send a resume and cover letter to Morgan Robson at morgan@afabc.org. Please use “Communications Coordinator” in the subject line of the email.

Alliance for a Better Community (ABC) is an equal opportunity employer that values the diversity of all kinds. We encourage candidates from all backgrounds to apply for this opportunity. It is our policy to ensure that all individuals are treated equally without regard to age, color, disability, or gender.