



## Communications Coordinator

### About Virginia Community Voice

#### Mission

Our mission is to equip neighbors in historically marginalized communities to realize their vision for their neighborhoods, and prepare institutions to respond effectively.

#### Vision

Our vision is a Commonwealth where decisions are made equitably. Through collaborative efforts and inclusive practices, we aim to foster a culture of transparency, accountability, and shared prosperity, making our Commonwealth a model of justice and equity for all.

Virginia Community Voice was founded in 2019. Learn more about us at [www.vacommunityvoice.org](http://www.vacommunityvoice.org). [View our 2023-2028 strategic plan here.](#)

Virginia Community Voice has developed a model of equitable community engagement and decision-making, called Community Voice Blueprint. Applicants are encouraged to read the Blueprint, and be prepared to discuss VACV's model of engagement should they be invited for an interview.

## Our Values

### Neighbor & Community Centered

In our engagement and decision-making, we center the expertise and experience of the neighbors and community members who are directly impacted.

### Equity Driven

We ensure that equity is embodied internally and externally in our decision-making.

### Liberation Focused

We focus on equipping neighbors with sustainable tools and resources so they

can build and maintain positive community change without the long-term support of the organization.

### Transparent / Honest / Accountable

We believe that transparency is ensured through honesty and accountability.

### Power sharing / Shared ownership

We make decisions through a process that gives authority to neighbors, board and staff within the organization.

## Job Description

The Communications Coordinator's primary role is to communicate Virginia Community Voice's impact effectively and equitably. This position is crucial to meeting Virginia Community Voice's Fund Development & Communications goals over the next five years:

1. increase individual investments and fees for service revenue while sustaining significant grant funding;
2. grow the number of people subscribed to our newsletter,
3. increase engagement on social media;
4. maintain a cohesive brand;
5. develop a bilingual communications strategy; and,
6. make internal communications tasks more efficient

The Communications Coordinator is all about identifying and sharing information – primarily in digital formats – with several diverse audiences. These include South Richmond neighbors (both English and Spanish-speaking), Community Voice Blueprint

clients, individual investor and institutional funders, as well as partners such as the City of Richmond, civic associations, and other nonprofits working on the Southside.

Their purpose is to **Inform** people about what VACV is doing; **Engage** people in VACV's programming; and **Celebrate** community and organizational wins. Essentially, the Communications Coordinator is the bridge that keeps people outside of the organization connected to Virginia Community Voice via timely, relevant, and engaging content.

## What you Bring

- At least a year of formal experience in communications and social media ideally within a nonprofit setting or social justice movement
- English fluency; ability to speak Spanish a plus
- Ability to effectively manage projects with multiple priorities and deadlines
- Demonstrated ability to write clear, compelling, digital content
- Experience crafting organizational newsletters and email campaigns
- Experience generating and managing content for social media
- Knowledge of Google Suite, Canva, CRMs and website platforms
- Some experience managing brand guidelines
- Some familiarity with web accessibility content guidelines
- Some photography and editing experience
- Experience using Adobe Creative Suite a plus, but not required
- A passion for racial equity and the desire to see South Richmond thrive
- A belief that organizations can change, becoming more inclusive of community voice
- Equally successful working independently and as part of the team
- Ease working with diverse communities and groups

## What a Typical Day Looks Like

The Communications Coordinator is a multifaceted position. If they aren't gathering content for the monthly newsletter and weekly social media posts, they're designing a

flyer for the next community clean up day. A typical day for VACV's Communications Coordinator might start with opening their email and calendar, preparing for any meetings they have that day, reviewing content submissions for the next newsletter, drafting an advocacy campaign email blast, and scheduling a social media post. As the communications lead, the day might include organizing photos and media releases from the past weekend's events, collaborating with Spanish-speaking staff to translate materials, or writing a press release.

The Communications Coordinator should expect to take in and synthesize a lot of information. If they aren't preparing content, they are meeting with VACV staff, or attending community events to listen, take photos, and seek out content to share with external audiences. A successful candidate in this role will have the ability to tell powerful stories, and center the voices of people directly impacted, without being extractive or intrusive. They will easily make connections, following the work of local partners as well as national thought leaders on racial equity and community engagement, to identify events and resources we can amplify and share with our audiences.

Depending on the day of the week, the Communications Coordinator may need to attend one of their regular meetings: VACV All Staff Meeting or a check-in with their supervisor, the Director of Strategic Partnerships. Occasionally, this person will meet VACV's Team Leads to provide training on brand guidelines or share progress toward communications goals. At times, the Communications Coordinator will be expected to attend in person meetings on Richmond's Southside, or virtual Community Voice Blueprint trainings.

## **The Duties & Responsibilities**

### **Email, Social, and Web**

- Collect content, write, design, and publish a monthly digital newsletter using Network for Good
- Collect content, design, and publish social media posts at least weekly (Facebook, Instagram, and LinkedIn are the platforms we use)

- Maintain organizational website using Squarespace

## **Photography & Design**

- Take photos at community meetings and events; take staff headshots; manage photo/media releases
- Edit, organize and prepare photos for web and print publications
- Using Canva, design flyers, one-pagers, and digital graphics for web and social
- Support the Director of Strategic Communications with editing fundraising appeals, annual reports, and special communications projects

## **Branding**

- Support VACV staff with following the organization's brand guidelines
- Manage logo files and maintain branded templates (letterhead, slide decks, etc.)
- Design and procure VACV merchandise as needed

## **Other Details**

- Availability to work a part-time, 20-hour work week
- Reliable transportation and willing to travel per job responsibilities
- Location: Richmond, VA
- Hybrid virtual and in-person work environment, but the candidate must reside in the Richmond Metro Area

## **Employment Status**

This is a part-time, salaried position with a starting salary of \$33,000 and the potential for growth into a full-time position, as the budget allows.

### *Additional benefits*

- Non-accrual leave policy
- Five weeks per year of paid rest breaks (for full and part time employees)

- Quarterly retreats for staff
- Flexible work hours
- Full health insurance premium covered by VACV (for 30+hour/week employees)
- Laptop provided
- 4% raises each year, as budget allows
- Staff development, as budget allows
- Will add retirement savings as VACV grows

## **Equal Employment Opportunity (EEO) Statement**

Virginia Community Voice is committed to having a diverse staff and as such we strongly encourage applications from People of Color, members of LGBTQIA+ and gender non-conforming communities, people with disabilities, and people with other diverse backgrounds and lived experiences. Virginia Community Voice does not discriminate against any person or employee on the basis of actual or perceived ancestry, age, color, disability, gender, gender identity, gender expression, nationality, race or ethnicity, religion, sex, sexual orientation, U.S. Veteran status, criminal record, or association with a person or group with one or more of these actual or perceived characteristics.

## **Application Instructions**

Please send your cover letter and resume to Bekah Kendrick, Director of Strategic Partnerships, at [bekah@vacommunityvoice.org](mailto:bekah@vacommunityvoice.org).