



# Job Description: External Communications Coordinator

## Objective/Summary

The External Communications Coordinator is responsible for coordinating SWB's social media presence, including content creation. Additionally, the External Communications Coordinator will recommend and maintain policies for external communications.

## Responsibilities

- Maintain SWB social media accounts, including Facebook, LinkedIn, Twitter, YouTube, etc.
- Coordinate social media presence across all social media accounts
- Post items as requested to appropriate social media accounts
- Write and publish case studies, with assistance from volunteers and clients as needed
- Coordinate communication between SWB volunteers and publishers in publication opportunities as needed
- Maintain an inventory of SWB publications and journal article materials
- Recommend and maintain external communication policies
- Responsibilities may be expanded if necessary
- Meet with the MarComm Director regularly for one-on-one meetings and with the rest of the MarComm team

## Required Skills

- Excellent communication skills
- Previous experience in social media, marketing, or communications
- Experience with writing for non-technical audiences
- SWB volunteer or project experience
- Detailed-oriented

## Commitment

3-5 hours per week

## Location

This position is fully remote, and all meetings except JSM are held online. Communication takes place over email, slack, and zoom/google meets, etc.

## Term

No term

## Benefits

The External Communications Coordinator will influence how SWB communicates our goals and accomplishments to the world. This position will help get our name out to more potential clients and volunteers as well.

20 July 2023