

Communications Associate

About Canal Alliance

Canal Alliance is a nonprofit champion of immigrants who are challenged by a lack of resources and an unfamiliar environment. We believe that everyone has the right to achieve their dreams. Every day, we educate, empower, support, and partner with motivated immigrants and their families to best meet their unique needs—from putting food on the table, to becoming U.S. citizens, to learning English, and graduating from college. Because when we support immigrants, Marin becomes a place where everyone can live, learn, work, and succeed.

Communications Associate

Canal Alliance seeks an experienced individual to execute daily activities in support of the agency's marketing and fundraising strategy, and to provide support to the Senior Manager of Marketing and Communications and the Development team. The Communications Associate is a member of a ten-person Development Department, responsible for raising over \$8M toward a \$10M+ organization budget. This is a full-time, exempt position with full benefits.

Responsibilities

As part of a three-person Marketing and Communications team, the Communications Associate collaborates extensively with the Social Media Coordinator and other members of the Development Department, and works under the direction and supervision of the Senior Manager of Marketing and Communications to support the agency's fundraising and development goals and initiatives. The Communications Associate also collaborates with staff members across the agency to gather story ideas and impact data for use in developing content for external audiences. Primary responsibilities include the management of the agency-wide editorial calendar and all aspects of the bi-monthly newsletter, including layout, production, and distribution. The Communications Associate serves as content writer and editor for web pages, blog posts, newsletter articles, and fundraising appeals, and captures and shares photos and video to support digital and print communications. The Communications Associate also serves as an ambassador for the organization by representing Canal Alliance at events hosted by partner organizations and community groups, and provides administrative support for Marketing and Communication efforts as requested by the Senior Manager of Marketing and Communications.

External Communications – 40%

- Serve as a primary content writer and editor for marketing and communications projects, including blog posts, newsletter articles, emails, web page content, key stakeholder communications, media articles, press releases, annual reports, and fundraising appeals.
- Manage all aspects of the bi-monthly email newsletter.
- Maintain and update the agency's Editorial Calendar.
- Update the Spanish and English versions of the Canal Alliance website.
- Capture, edit, upload, and publish photos and/or videos of Canal Alliance's programs, activities, and events to support digital campaigns, messaging, and storytelling.
- Support members of the Development Team with development and implementation of projects such as digital and print fundraising appeals, annual reports, key stakeholder communications, and other tasks as requested.
- Provide support for multi-channel fundraising appeals by creating digital campaign elements in Classy, developing and adapting appeal content for email appeals, and collaborating with the Social Media Associate to promote appeals on social media channels.

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Agency-Wide Communications Team – 30%

- Support agency-wide engagement in marketing and communications efforts by communicating regularly with staff across the agency to identify, share, and develop program and client impact story ideas to support external communications.
- Follow up with story ideas provided by staff members to write, edit, and publish stories in the form of blog posts, articles, and infographics.
- Provide support to staff members as needed to support their use of templates to create program communications materials, including flyers, handouts, etc.

Data Analysis and Reporting – 10%

- Monitor data analytics as assigned, and create reports detailing strategies, metrics, and results of communications, including email campaigns.
- Contribute content to the Marketing and Communications monthly report detailing key projects, accomplishments, challenges and metrics.

Administrative Support and Other - 20%

- Update Sharepoint with meeting minutes and notes, webinar notes, notes from fundraising appeals meetings, and others.
- In collaboration with the Social Media Marketing Coordinator, maintain an organized photo and video files in a cloud-based site for ongoing use, including tagged imagery and photo releases.
- Actively participate in and attend all Development team meetings and All Staff meetings.
- Receive cross-training in responsibilities assigned to the Social Media Coordinator in order to provide backup support for that position.
- Provide other administrative and operational support to the Senior Manager of Marketing and Communications as requested.

Knowledge, Skills, Abilities, and Qualities Required

Required Skills

- Strong writing and editing skills.
- Exceptional communication skills; ability to engage individuals and groups.
- Excellent analytical and abstract reasoning skills, with the ability to think strategically, problem solve creatively, and exercise good judgment.
- Data literacy skills, with competence in finding, manipulating, managing, and interpreting data.
- Proven ability to work within dynamic teams and build strong working relationships with colleagues, donors, businesses, volunteers and clients.
- Ability to work with minimal supervision, handle multiple tasks, and manage demanding situations effectively, while showing initiative and being anticipatory rather than reactive.
- Effective time management and work organization skills, with a high attention to detail.
- Excellent computer and technology skills, including facility with internet navigation, social media channels, databases, and Microsoft Office suite.
- Bilingual/biliterate (English/Spanish).

Education and Experience Required

- Bachelor's degree in a related field.
- Minimum of one year of experience in a related position.

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- Knowledge of Latino, immigrant, or low-income communities.
- Knowledge of the basic principles and practices of fundraising.

Additionally Desired

- Experience with fundraising in a non-profit organization.
- Experience in data entry and analysis, especially using Salesforce/NPSP or similar.

Compensation

This is a full-time position with benefits. We offer a competitive salary with a benefits package that includes 3 weeks paid vacation a year, 12 days of sick leave a year, a vision plan, and 100% paid employee medical & dental insurance. In addition, there are at least 10 paid holidays annually, a 403(b) retirement plan, a Flex cafeteria plan, long term disability insurance and an employee assistance program.

Canal Alliance Equity and Inclusion Statement

Canal Alliance actively promotes and recognizes principles of fairness, equity, and social justice in relation to, and across, intersections of race, age, color, national origin, ethnicity, citizenship, sex, sexual orientation, gender identity, gender expression, religion, disability, ancestry and all other identities represented among our diverse employees.

By appreciating the importance of inclusion, we acknowledge that the collective and individual talents, skills, and perspectives of our staff foster a culture of belonging, safety, collaborative practice, innovation, and mutual respect. Canal Alliance is committed to the transformation of attitudes and systems that deprive any person or group of these principles.

Application Process

Please submit your resume and cover letter to

<https://recruiting.paylocity.com/recruiting/jobs/Details/681335/Canal-Alliance/Communications-Associate>