



JOIN OUR TEAM!

Make-A-Wish® North Dakota creates life-changing wishes for children with critical illnesses. The chapter was founded in 1985 and has granted over 1,100 wishes since our inception. We promote hope, strength and joy!

PRIMARY PUPOSE

As the chapter storyteller, you will uphold our mission by gathering wish stories, sharing what we do and why it matters to various audiences, and inspiring involvement through Make-A-Wish North Dakota ultimately to improve the access and delivery of quality life-changing wishes throughout the chapter's 53 counties.

POSITION: Communication Coordinator

JOB SUMMARY

Reporting to the President and CEO and working closely with every member of the small and mighty team, the Communication Coordinator is accountable for developing strong public and media relations, packaging compelling stories, generating a cohesive external communication portfolio across functions, supporting various campaigns, producing shareable content, and creating connections to our brand across the state of North Dakota. This position also serves as a key member of the fundraising team and is responsible for Make-A-Wish® America branded campaigns and programs. Through imagery, the person in this role will dispel myths about who we serve, promote the impact and power of a wish, and engage people to join our cause in their communities. This storytelling position requires passion for Make-A-Wish, excellent customer service, project management, creative visual design and writing skills, and the determination to ensure we reach every eligible child.

DUTIES AND RESPONSIBILITIES

- Establish and execute an annual communications calendar with a goal of cohesive communications throughout the state.
- Manage Chapter website and oversee updates with National Office.
- Coordinate the development, design, distribution, implementation and maintenance of all print and digital collateral including, but not limited to, newsletters, brochures, annual reports, blogs, flyers for all chapter functions from volunteer recruitment to referral outreach to fundraising, etc.
- Ensure consistent look, style, and feel for all externally facing communication assets and educating staff on Brand Standards and other communication policies and procedures as well as best practices.
- Coordinate the day-to-day relationships with external vendors as needed, to ensure deadlines and milestones are met (examples of external partners include graphic designers, videographers, photographers, writers, printers and consultants).
- Build relationships with and maintain media and public relations contacts across the state – create and disseminate media kits, news releases, media alerts, PSA campaigns, etc.
- Work closely with staff, board and volunteers to engage local media for events, campaigns, volunteer activities, and wish related goings-on.
- Write press releases, editorials, speeches, program scripts including event and media interview questions, website content, and other external audience communication pieces.
- Create and facilitate social media activities – ensure that new and consistent information (article links, stories, and events) is posted regularly per the monthly editorial calendar and comments are managed.
- Activate and promote locally chapter-designated Make-A-Wish branded programs and campaigns like World Wish Month and Corporate Alliances.
- Through analytics and testing, evaluate the efficacy of campaign and communication efforts.

- Monitor and protect the usage of the Make-A-Wish name and marks in all aspects of the chapter's activities to ensure compliance with national office rules and regulations.
- Serve as a Make-A-Wish spokesperson as assigned and coordinate other speakers' bureau activities, including training and development of presentation materials.
- Generate crisis communication planning.
- Advise Board of Directors and Committees.

OTHER RESPONSIBILITIES

- Assess internship needs annually and oversee day-to-day activities of any assigned intern.
- Continually look for trends and best practices to advance our mission.
- Deal with sensitive information with a high level of trust and confidentiality out of respect of wish children and their families in accordance with National and Chapter policies and guidelines.
- Participate as a productive member of the team.
- Assist in annual budget development and implementation.
- Joyfully accept all other tasks as assigned.

ROLE COMPETENCIES

- **Story Telling:** Developing multi-mode communications that convey a clear understanding of the wish journey and the unique impact we make in the all the lives involved in our mission along the way.
- **Situational Adaptability:** Adapting approach and demeanor in real time to match the shifting demands of different situations.
- **Manages Complexity:** Making sense of complex, high quantity, and sometimes contradictory information to effectively solve problems.
- **Collaborates:** Building partnerships and working collaboratively with others to meet shared objectives.
- **Plans and Aligns:** Planning and prioritizing work to meet commitments aligned with organizational goals.
- **Action Oriented:** Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
- **Drives Results:** Consistently achieving results even under tough circumstances.

KNOWLEDGE, ABILITIES, AND DESIRED QUALIFICATIONS

- Mission-focused with the desire to make a difference.
- Team player who is positive, proactive and professional.
- Eagerness to continually improve and learn new things.
- Strong customer service and proven ability to work collaboratively with others - staff, wish families, volunteers, medical professionals, board members, and donors.
- Strong interpersonal and verbal/written communication skills - building and sustaining productive long-term relationships.
- Well-organized and detail-oriented with the ability to manage multiple projects simultaneously.
- Social Media management capacity.
- Skilled in creative programs and technologies including photo and/or video production abilities, Microsoft Office Suite, Adobe Creative Suite, Drupal, social media platforms, etc.
- Bachelor's Degree in Communication, Digital Media or Public Relations OR equivalent combination of 3-5 years of education and experience.
- Non-profit work experience helpful.
- Videography and photography skills a plus.
- Experience with Salesforce, or similar database platform a plus.

JOB LOCATION

Fargo, North Dakota

POSITION TYPE

Full-Time, Exempt

Benefits include paid time off, health insurance, supplemental insurance and SIMPLE IRA match

Please submit your cover letter and resume to: info@northdakota.wish.org.