

Communications Coordinator

POSITION SUMMARY

The Communications Coordinator executes Make-A-Wish Mid-South's day-to-day digital communications, content development, graphic design and wish alumni storytelling. Reporting to the Director of Marketing and Communications, this role manages the chapter's content calendar and digital channels, creates brand-aligned materials, tracks performance and collaborates across departments to expand awareness and engagement.

THE ROLE

Digital Communication and Content

- Manage the day-to-day content calendar and publish timely, brand-aligned content across chapter digital channels.
- Create, schedule and monitor social media content; respond to comments and inquiries in accordance with chapter guidelines and escalation procedures.
- Draft and send segmented email communications and support audience-list management in approved platforms.
- Maintain and update chapter website content in coordination with the Director.
- Create short-form videos, slideshows and other digital assets that bring the mission to life.
- Use channel and campaign analytics to recommend improvements to content, timing and audience engagement.
- Coordinate with Development, Volunteer, and Medical Outreach staff and other teams to execute short-term campaigns and collect content.

Graphic Design and Production

- Create print and digital materials, including one-sheeters, forms, newsletters, email graphics, social media assets and event collateral, using Canva, Adobe Creative Cloud or similar tools.
- Apply Make-A-Wish brand standards consistently and route materials for review and approval as required.
- Coordinate routine production needs and maintain organized, accessible files for chapter communications assets.

Wish Alumni Storytelling and Engagement

- Build and maintain a pipeline of post-wish stories for use in fundraising, stewardship, grants, media and digital communications.
- Interview wish alumni and families, with appropriate permissions, and develop accurate, respectful stories in a consistent chapter voice.
- Support wish alumni participation in chapter events and other engagement opportunities across the territory.
- Maintain accurate wish alumni activity and story records in the chapter's approved database and prepare routine reports.

Internal and External Communication

- Support internal communications that help staff share timely information across departments.
- Participate in regular one-on-one meetings and department planning with the Director of Marketing and Communications.
- Perform other related duties as assigned.

REQUIRED SKILLS & CORE COMPETENCIES

Education and experience

- Bachelor's degree in communications, marketing, public relations, journalism, graphic design or a related field, or an equivalent combination of education and relevant experience.
- At least two years of relevant professional experience in communications, digital marketing, content creation or a related field.

Managing programs, projects and priorities

- Ability to manage multiple deadlines, collaborate across teams and exercise sound judgment when communicating with external audiences.
- The ability to complete tasks in an accurate and timely manner.

Communication, content strategy and results

- Strong writing, editing and verbal communication skills, with careful attention to accuracy, tone and detail.
- Experience creating content for social media, email and web platforms and using performance data to improve results.

Data management and computer literacy

- Working knowledge of Canva and/or Adobe Creative Cloud; ability to produce polished digital and print materials.

Mission alignment

- Commitment to the Make-A-Wish mission and to respectful engagement with wish kids, families, volunteers, donors and community partners.
- The ability to engage and support stakeholders in a systematic and intentional manner to meet the organization's strategic objectives.
- The ability to relate with different people in different communities and organizations.
- The ability to be empathic towards wish families, team members and stakeholders.
- The ability to support multiple departments and team members with a positive attitude and enthusiasm.

PREFERRED QUALIFICATIONS

- Experience with a constituent relationship management system, email marketing platform or content management system.
- Basic photography and video editing experience.
- Experience working in a nonprofit, mission-driven or multi-market organization.

WHAT WE OFFER

- Competitive salary
- Paid time off:
 - Vacation – 12 days per year, increasing with tenure;
 - Personal Leave – 12 days per year; and
 - Holiday – 12 days per year.
- Flexible work schedule.
- Comprehensive benefit package that is paid for by Make-A-Wish Mid-South, including medical, dental, vision, disability and life insurance.
- 401k Retirement Savings Plan, including a match after completion of six months of service.
- Employee Awards and Recognition Programs.

HOW TO APPLY

To apply, please send a cover letter, resume and salary requirements to careers@midsouth.wish.org. Applications without a cover letter may not be considered.

Make-A-Wish Mid-South is an Equal Opportunity Employer. We do not discriminate on the basis of race, color, religion, sex, gender identity or expression, sexual orientation, national origin, ancestry, age, disability, marital status, veteran status, or any other status protected by applicable federal, state, or local law.