



Title: Communications Coordinator

Reporting to: Director of Communications

Location: Remote - Travel up to 15%

About Swipe Out Hunger: Founded in 2010, Swipe Out Hunger works to end student hunger on more than 550+ college and university campuses across the United States. Swipe Out Hunger promotes on-campus solutions, policy and advocacy, and community building practices to address college food insecurity.

Role Description: The Communications Coordinator will work alongside the Director of Communications within the organization's Communications Department to support internal and external projects across departments. This role is extremely collaborative and will focus on sourcing, writing, and editing content for communications collateral; monitoring and reporting relevant media coverage; and engaging with the community through the organization's social media and website inquiries.

The Communications Coordinator is a strong writer and storyteller, who can bring the organization's voice to a varied audience nationwide through numerous channels and formats. This role would do well in centering the student voice and understanding the intersectionality of justice and equity in the hunger relief narrative.

Responsibilities:

- **Copywriting and Editing**
 - Write and distribute monthly email newsletters, including (but not limited to) information about organizational updates, resources and opportunities, and upcoming events to the general community, campus partners, and donors.
 - Write and edit commentary for traditional news and magazine op-ed pieces, as well as online Q&A platforms.
 - Review and edit organizational materials for style and grammatical errors, as well as factual accuracy. Materials may include resource guides, toolkits, 1-pagers, articles, and more.
 - Write captions for social media posts, using best practices and specifications for each platform.
 - Assist with website maintenance – writing new content or revising existing content, as needed.

- Maintain the editorial calendar and editorial style guide.
- **Media Relations**
 - Stay abreast of news stories relevant to college student hunger, as they relate to political advocacy, local campaigns, trending topics, etc.
 - Track, monitor, and compile media mentions of Swipe Out Hunger and Hunger Free Campus across digital and broadcast news on a daily basis.
 - Maintain and build the media contact list – research potential reporters, influencers, and contributors to connect with.
 - Develop and facilitate outreach activities as needed, including pitching stories, networking opportunities, issuing press releases, and responding to media inquiries.
- **Community Engagement**
 - Grow and advance the organization’s blog presence, including scheduling, writing, and editing blog posts, cross-channel marketing, and working with guest contributors.
 - Monitor, direct, and respond to incoming questions and requests from the “Contact Us” inbox.
 - Monitor social media direct messages and comments; and, interact and respond accordingly.
 - Support social media strategy by identifying opportunities to engage with followers on each platform, including (but not limited to) Instagram, TikTok, Twitter, and LinkedIn.
 - Assist with scheduling, posting, and reporting analytics for social media as needed.

Qualifications:

The following qualifications are representative of the high level of demonstrated skills, maturity, judgment and ability to work with a wide range of constituencies required of Swipe Out Hunger employees:

- 1-2 years of experience in copywriting, marketing, or general communications, preferably in a nonprofit or education space (open to recent graduates)
- Strong writing, editing, and storytelling skills
- Familiarity with managing or contributing to social media channels, including Instagram, TikTok, Twitter, and LinkedIn
- Comfortable with communicating externally to diverse audiences and media about the organization
- Familiarity with Hubspot Marketing or other CRM / content management platform
- Interest in or some experience with graphic design for social media
- Be a collaborative team player with a strong work ethic, attention to detail, time management, creativity, ability to problem-solve, and willingness to learn
- Able to balance multiple priorities and tasks, and ask for support when needed
- Demonstrate effective interpersonal communication skills, including the ability to offer constructive feedback and suggestions on projects
- Be organized, adaptable, a self-starter, and exhibit “follow through” on tasks and goals

- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense, and good listening ability

Compensation & Benefits Package:

This is a full-time, non-exempt position with a salary between \$64,480-67,500, commensurate with experience. Swipe Out Hunger provides a supportive benefits package, including 100% coverage for medical, dental, and vision benefits. We also offer 401K retirement matching after 6 months tenure, flex time, a \$500/year professional development stipend, and an initial \$400 'Work Comfortably from Home' fund to make your space yours within your first year.

Equal Opportunity Employer:

We are an equal opportunity employer and are committed to cultivating a team that reflects the rich diversity of the population we serve. We do not discriminate on the basis of race, color, national origin, religion, age, sexual orientation, gender identity or expression, marital or domestic partner status, veteran status, medical condition, mental or physical disability which would not prevent the performance of essential job duties without reasonable accommodation.