



JOB DESCRIPTION

The Painted Turtle seeks to reach beyond illness, to inspire children with chronic and life-threatening illnesses to become their greater selves.

Title: Communications Coordinator

Department: Development

Reports to: Communications Manager

Status: Full Time, Year Round

Location: Temporarily hybrid-remote out of Santa Monica Office, occasional trips to Camp located in Lake Hughes, CA

THE ROLE:

Create content and materials that connect people to The Painted Turtle's mission—to deliver innovative and life-changing camp experiences to children with serious medical conditions and their families.

SUMMARY

Join a team of caring individuals who like to think big, have fun, and create work that inspires others to get involved. A team member will be more than a great designer and social media specialist; he or she will be an excellent communicator who appreciates both compelling content, meaningful design work, and strategic story telling. They will be well-versed in concepts and executions that work in both real-world and digital spaces. Their day to day will be to develop and create marketing and social media initiatives, strategies, and materials to meet the needs of the entire organization's internal and external communications and marketing activities. As part of the Development team this team member will be supervised by the Communications Manager and work closely with both the Communications Manager and Graphic Design and Marketing Specialist

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE THE FOLLOWING. OTHER DUTIES MAY BE ASSIGNED.

- Assist with the creative concept, design, and execution of all marketing materials across the organization for promotional, fundraising, and events ensuring it is consistent with The Painted Turtle's brand standards and key messaging through graphic design, writing, photography, videography, editing, etc.
- Oversee, develop, and create authentic, consistent, and engaging content for use online and with social media platforms including but not limited to Facebook, Twitter, and Instagram.
- Proactively seek opportunities and innovative ways to share the stories of The Painted Turtle's to assist in meeting the organizations strategy and financial goals.
- Maintain and communicate an authentic, consistent, cohesive, brand image and message based on overall brand presentation and seasonal stories that speak to all audiences (camper families, volunteers, donors, staff members, and the general public)
- Assist with internal events and 3rd party partnerships for creative direction and other needs.
- Maintain digital communication databases and spreadsheets that support the organization's initiatives including the Communications team's internal calendar, photo and video library, quote database, seasonal photo shot list, Raisers Edge, and other systems.
- Execute photo and video shoots as needed.
- Fulfill daily photo, logo, and video requests.

- Assist with creating, implementing, and measuring the performance and success of the communication efforts by monitoring trends, statistics, and analytics.
- Maintain the organization and ordering of print materials such as letterhead, brochures, business cards, etc. and oversee communication of print production with print houses.
- Participate in weekly Communication and Development Team meetings and support all Development events and fundraising goals as necessary.
- Provide administrative support as needed.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Minimum two years of prior relative work experience.
- Well versed in the following social media platforms: Facebook, Instagram, and Twitter
- Working knowledge of Microsoft Word, Outlook, Excel, and PowerPoint
- Graphic Design and Video Editing: Highly familiar with Adobe Creative Cloud software; InDesign, Photoshop, Illustrator and Premiere Pro.
- Comfortable operating a Canon DSLR camera for photo and video production.
- Knowledge and understanding of communications software like Google documents and forms, PCloud (cloud storage), Mail Chimp, Drupal, Qualtrics, social media platforms, and HTML a plus.

COMPETENCY:

To perform the job successfully, an individual should demonstrate the following competencies:

- **Attention to Detail** – Pays attention to details; Understands and follows organization protocols; Is thorough and complete in performing responsibilities.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Follows up with co-workers as needed; Develops realistic action plans.
- **Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

REQUIREMENTS/EDUCATION/EXPERIENCE:

Bachelor's degree (B. A.) from four-year college or university preferably with communications, graphic design, and/or marketing background or degree.

ABOUT US:

The Painted Turtle has been providing camp experiences to children with serious medical conditions and their families since opening its gates in 2004. The people who work here have big hearts and work tirelessly to ensure we are making a difference. Our culture is fun, emotionally driven, and extremely collaborative. We work by a strong set of core values that guide us in all we do: Community, Trust, Courage, Heart, Vision, Compassion, and most of all Joy! What we do is hard to put into words, but our co-founder Paul Newman sums it up best "It's not that the children say, 'Thanks for a wonderful time.' It's that they say, 'Thank you for changing my life.'" Join The Painted Turtle team and you too will experience the magic and power of Camp.

TO APPLY:

Please submit a resume and cover letter to Christine Cook, HR Manager at ChristineC@thepaintedturtle.org

Please visit The Painted Turtle's website at www.thepaintedturtle.org