



Protecting the Common Waters of the Great Lakes Basin
Through Public Trust Solutions

Communications Coordinator

Date Written: Revised January 2019.

Position Status: At will, part-time 20 hours per week.

Position Summary: The Communications Coordinator at FLOW is responsible for planning, coordinating, developing, and producing FLOW's electronic and print communications for all audiences, including supporters, prospective donors, officials, and the general public. Required skills include excellent written communications, graphic design, and production of website, social media, and video content.

Relationships: Reports to the Executive Director. Supervises none. Works with FLOW staff, board, interns, volunteers, supporters, partners, consultants, and vendors.

Duties and Responsibilities:

Website Management (30%)

- Develop – in close coordination with key staff - monthly plans, a weekly program-driven communications focus, and coordinate daily web posts with relevant, cohesive information regarding FLOW programs, campaigns, and events
- Redesign web pages to be easier to read and more visually appealing
- Update and streamline website design, navigation, and content
- Add website functionality, such as email forms, online donation system, etc.
- Review and approve new comments and monitor for spam
- Maintain online events calendar

Outreach and Social Media Management (electronic and print) (50%)

Social Media:

- Create, coordinate, and implement a social media plan for Facebook, Instagram, and Twitter – as well as periodic email blasts – to support FLOW's overall policy and program work (due to the nature of social media outreach, some flexibility outside normal working hours may be required)
- Develop – in close coordination with key staff – monthly plans, a weekly program-driven communications focus, and daily social media posts with relevant, cohesive information regarding current events, programs, and campaigns
- Translate our programs and campaigns into digestible social media content that engage and empower citizens and leaders to take meaningful action for our waters

Outreach Media:

- Co-author, design, and set up media for printed and electronic handouts
- Edit, write, and collaborate on FLOW public relations materials, including event posters, postcards, and marketing items

- Design graphic elements for program-related materials, including fact sheets, info-graphics, action alerts, issue briefs, reports, etc.
- Post and issue press releases

Program and Policy (20%)

- Create, edit, update, collaborate on PowerPoint presentations
- Edit and collaborate on policy papers, reports, and other submissions

About FLOW:

Everything we do is reflected in our name: For Love of Water or simply, “FLOW.” Our mission is to safeguard the Great Lakes, the planet’s largest freshwater lake system and the very lifeblood of the Midwest, by advancing public trust solutions and cutting-edge policy work. Through our targeted policy initiatives, FLOW has built key partnerships with state and regional Great Lakes groups, leveraged our expertise to influence agencies and impact state and federal legislation, and grown to be a trusted source of current information on and solutions to issues affecting our freshwater seas. For more information about FLOW’s history, programs, staff, and board, visit: www.FLOWforWater.org.

FLOW is an equal opportunity employer and will not discriminate in employment, promotions, or compensation on the basis of race, sex, color, religion, national origin or ancestry, age, marital status, handicap, or veteran status.

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