

Communications Coordinator

 Remote, Full-Time

Be a part of CATCH Global Foundation (“CATCH”), a dynamic nonprofit organization who promotes whole child wellness in mind, heart, and body around the world! The Communications Coordinator is an integral team member of CATCH’s Marketing Department and will be heavily involved in the department’s strategic plan with a concentrated focus on social media and e-Communications.

ABOUT US

CATCH is a leading expert in the development and dissemination of school-based, early childhood, and out-of-school time children’s health and wellness programs that are evidence-based and evidence-informed. CATCH offers curricula for grades Pre-K through 12 that focuses on health and physical education, social-emotional learning, youth vaping prevention, sun safety, and oral health. Additionally, CATCH provides professional development to thousands of educators each year and reaches over 4 million youth annually in the United States and internationally. CATCH was founded in 2014 with support from the UTHealth Houston School of Public Health, Michael & Susan Dell Center for Healthy Living, and The University of Texas MD Anderson Cancer Center. Visit [CATCH.org](https://catch.org) to learn more.

JOB DESCRIPTION

This role reports to the Director of Marketing & Communications and will also work closely with the Communications Associate.

Responsibilities

- Support the execution and accomplishment of goals and tactics as outlined within the Marketing Department Plan, which also encompasses the Social Media Strategy and the Editorial Strategy.
- Coordinate the creative social media brainstorming process by scheduling a monthly department meeting to finalize CATCH’s social media content calendar and advertisement placements.
- Create original social media content for posts and stories including graphic images, short engaging videos, etc. Write social media posts for diverse audiences incorporating calls to action, partner tag(s), and/or links. Publish content across Instagram, X, LinkedIn, Facebook, Vimeo, and YouTube, including general maintenance of these platforms.
- Boost designated Instagram, X, LinkedIn, and Facebook posts. Engage with followers by responding to comments and mentions, and stay up-to-date on trends.
- Collect advertisement data on a weekly basis and social media data on a monthly basis. Analyze accumulated data for key findings, trends, and to inform future social media actions. Report evaluation findings to the Marketing Department.
- Identify, recruit, and cultivate relationships with influential partners (school and community members, organizations, influencers, etc.) as it aligns with department goals to amplify messages and promote CATCH programs.

- Apply CATCH's Style Guide across all social media platforms and e-Communications to maintain brand consistency.
- Collect content from CATCH team members to create eye-catching, effective e-Communications (e.g. quarterly e-Newsletters, promotional emails, automated email campaigns etc.) in order to engage and retain partners.
- Monitor and report e-Communications analytics to continuously evolve outcomes against organizational and industry standards. Provide email statistics to non-Marketing team members to support their follow-up efforts, as needed.
- Build and maintain e-Communications contact lists using mailing and CRM software.
- General tasks in support of the department as guided by the Director of Marketing & Communications.

SKILLS & COMPETENCIES

- 1-3 years of social media and e-Communications experience. Graphic design knowledge is a plus, including experience in working in Adobe Creative Cloud software such as Illustrator, InDesign, and Photoshop.
- Detail-oriented with strong time and project management skills, plus comfortable with remote work.
- Excellent written and verbal communication skills.
- An eye for creative layout and design.
- Collaborative, team player who understands the importance of a cross-departmental approach. Comfortable participating in brainstorming sessions and meetings.
- Stays up-to-date on the latest social media and e-Communications trends, tools, and best practices.
- Eagerness to learn and adapt to new tools and software.

TO APPLY

Email your cover letter, resume, a short writing sample, and a link to your design portfolio or a social media design sample to jobs@catch.org.

While our organization was founded in Austin, TX, we are a 100% virtual work environment. We have in-person retreats (travel, lodging, and meals provided) to help us develop and grow together as a team, as well as get to know one another on a more personal level. Day-to-day, you can expect to interface with the rest of the CATCH team via video/voice calls, email, and Slack.

Job Classification: Full-Time (Exempt)

Location: Remote

Salary: \$35,000 to \$40,000

Benefits: 100% employer-covered health insurance (other opt-in benefits available), unlimited vacation policy, 12-week paid maternity/paternity leave, and work from home with flexible scheduling.