

Communications & Community Engagement Specialist

Summary

Phoenix Society for Burn Survivors is a national burn survivor support nonprofit organization. We are seeking a Communications and Community Engagement Specialist to help develop and execute communication strategies to promote and facilitate the organization's mission and programs to the public. This position includes writing content, managing social media accounts, coordinating outreach, crafting compelling narratives, and analyzing communication effectiveness, all while aligning messaging with the non-profit's values and goals.

In this role, we are looking for a passionate, empathetic, and strategic individual who can help us grow and engage our active online community. This position will often be the first point of contact, welcoming new survivors and loved ones into our network, while providing a thoughtful bridge to our massive set of resources.

We strive to build authentic and intentional relationships with our community and this position will be central to that effort. In addition, we are a lean and hard working team so we are seeking someone willing to also support internal and external communications outside of social platforms and within events/meetings with board, staff, program partners and development events.

If you're creative, an empathetic communicator, and experienced in community building, we'd love to hear from you.

● Content Creation

- Create original, engaging social posts and campaigns that involve interactive activities (e.g., challenges, polls, photo contests, user showcases) that inspire participation and reflect our branded voice and mission.
- Writing and editing various communication materials: website content, blog posts, newsletters, social media updates, donor appeals, and board reports ensuring consistency with brand messaging.
- Works closely with the Marketing Director to publish approved content.
- Collaborates on the production of multimedia content (videos, presentations, etc.) to support communication efforts

● Social Media Management

- Supports the development and execution of social media strategies across multiple platforms; creates engaging content, monitors conversations, and analyzes social media metrics.
- Actively respond to comments, messages, and posts with warmth, professionalism, and knowledge of Phoenix resources.

- Keeping up with the latest social media trends and platform updates to ensure the nonprofit's online presence remains relevant and effective.
- Comfort with creating social toolkits and engagement strategy to cold comment resources on news articles, Facebook groups, etc with the goal of welcoming others into our community and sharing helpful resources in times of need. This includes comfort in leading and engaging in direct DM conversations with our community.
- **Public Relations / Event Support**
 - Plans and assists in facilitating board events/public relations campaigns/events to raise awareness about the organization's programs and initiatives.
- **Fundraising Campaign Support**
 - Assist in fundraising campaigns by crafting compelling messaging and materials to attract and retain donors.
 - Provides support in writing grant proposals, pitch decks and donor reports.
- **Communication Strategy**
 - Interfaces with different departments to identify communication needs, develops comprehensive communication plans, and tracks progress against objectives.
 - Assist the CEO in developing and distributing key internal communication and reporting content.
 - Contributes ideas to improve communication strategies based on data and insights.
- **Reporting and Analysis**
 - Monitors communication performance through analytics, measuring key metrics, and providing insights to inform future strategies.
 - Be the voice of the community internally. Gather insights, flag emerging trends, and collaborate with internal teams to improve and expand our relationship building with our network virtually.

Knowledge, Skills and Abilities

- Experience in community management, especially within Facebook Groups, LinkedIn, or brand-led user communities.
- Excellent writing and editing skills
- Strong understanding of social media platforms and best practices
- Proven ability to build and support relationships with staff, board, donors and constituents

- Demonstrated ability to manage multiple concurrent projects across teams, prioritize effectively, and consistently meet deadlines in a fast-paced environment
- Experience in developing and executing communication campaigns, reports and digital content
- Knowledge of non-profit operations, fundraising, and board engagement strategies
- Strong analytical skills to measure communication effectiveness
- While Facebook is the priority, experience managing communities on X (Twitter), Reddit, Instagram, or Discord (preferred)
- Proficiency or basic understanding of CRMs like Salesforce, Hubspot, CVENT, EveryAction, and others (preferred)
- Proficiency with design software (preferred)
- Experience with social media management tools (e.g., Hootsuite, Sprout Social) and a deep understanding of different platform algorithms (preferred)
- Bi-lingual (bonus)

Benefits: Fully Remote; major medical, dental, vision benefits; 401(k) with company match, short and long term disability, life insurance

Email cover letter and resume to Amy Acton at amy@phoenix-society.org.