



## **Communications and Outreach Coordinator – Job Description**

Full-time position

### **Background**

Founded in 1971, Hear Indiana creates equal opportunities for children with hearing loss through Listening and Spoken Language. We envision a day when deaf and hard of hearing children will achieve their aspirations and thrive in their communities. The current budget is \$1.5 million, and Hear Indiana has seven full-time employees and two part-time employees.

### **Strategic Focus**

Since its inception, Hear Indiana has supported families of children who are deaf and hard of hearing. This organization has provided family support, advocacy services, a camp, and a listening and spoken language education conference for over three decades. In 2014, we partnered with Easterseals Crossroads to open the Speech and Hearing Resource Center, a one-stop shop for audiology services, speech therapy, and parent education.

### **Job Summary**

Hear Indiana is seeking a Communications and Outreach Coordinator. This position will coordinate all communications and marketing efforts to raise public awareness. In addition, this position will assist in creating written content for fund development activities, including grant proposals and reports. Interested applicants must be strong writers and have experience in social media and website maintenance. This person should be organized, detail-oriented, and able to work independently. The ideal candidate will have prior experience in the nonprofit field.

This position is responsible for designing and implementing a communications strategy for Hear Indiana. The job is to tell Hear Indiana's stories to engage the public and increase donations in support of our mission.

### **Responsibilities**

- Work with Development Director and marketing consultants to develop and implement a communications/marketing strategy to effectively educate the public about children with hearing loss.
- Write and submit compelling grant applications and reports to foundations and corporations.
- Plan and implement community outreach and media relationships and strategies.
- Enhance Hear Indiana's public image and positioning, foster positive external relations, and build long-term strategic alliances.
- Create written content for and maintain agency publications including website, eBlasts, mailings, brochures, flyers, annual reports and press releases.
- Implement new means of communications including the ever-evolving social media landscape.
- Coordinate marketing for special events.
- Create content for volunteer tool-kits.

### **Qualifications**



- Nonprofit communications and fund development experience.
- Excellent verbal and written communication skills.
- Bachelor's degree (Journalism, Marketing, and/or English majors may be a good fit)
- Highly creative with strong computer skills. Graphic design experience a plus.

### **Competencies**

- Enthusiastic advocate for listening and spoken language. Helpful to have knowledge of the deaf and hard of hearing population.
- Highly motivated and dependable; ability to work independently and take initiative.
- Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- Set priorities, monitor progress towards goals, and track details, data, information and activities.
- Determine strategies to move the organization forward, create and implement action plans, and evaluate the process and results.

### **Salary/Benefits**

This is a full-time (40 hr/week) position. Flexible work schedule allowed. Some night/weekend hours are required during special events. Salary range \$35,000 - \$45,000 (actual amount commensurate with education and experience). In addition, you will receive a \$3,000 annual wellness bonus in lieu of health insurance. Hear Indiana is an equal opportunity employer.

**Please send cover letter, resume, and responses to screening questions to [emily.heaton@hearindiana.org](mailto:emily.heaton@hearindiana.org) by **May 31, 2019**. Thank you!**



## Screening questions

1. You are applying to work for a smaller nonprofit, where all employees wear multiple hats. While utilizing technology is not the most important part of this job, we are interested in knowing how much on the job training you'll need to use these software programs successfully. Please rank your proficiency with the following software from 1 is I have never used, 5 is proficient and 10 = Expert:
  - Word
  - Excel
  - PowerPoint
  - Social media
  - Design software (e.g., Adobe Illustrator). If experience, which ones: \_\_\_\_\_
  - Website Content Management Systems (CMS). If experience, which ones: \_\_\_\_\_
  - Constituent Relationship Management (CRM) databases. If experience, which ones: \_\_\_\_\_
2. Sometimes a supervisor's/team leader's evaluation of our performance differs from our own. When has this happened to you? What did you do about it?
3. Tell me about a time when you had to work with a challenging person. What happened and how did you handle it?
4. How would your coworkers describe you in three words?
5. Do you have a personal connection to hearing loss? If yes, please elaborate about how you feel about our mission.
6. Why are you looking for a new position at this time?
7. What experience or qualities do you feel make you a uniquely qualified match for this position?
8. Please provide your salary and schedule expectations.