



Communications Officer

Job Description

Overview

Communications Officer, Foundation for Appalachian Kentucky

The Communications Officer at the Foundation for Appalachian Kentucky is a new position that will help the Foundation amplify its mission and impact for programming, fundraising, donor development, and community outreach in service to the Foundation's strategic goals through values aligned strategic communications. The Communications Officer will help the Foundation create its first strategic communications plan, build and maintain strategic communications tools for the organization, produce timely communications products in service to programs and fundraising, and contribute to the overall culture and work of the Foundation.

This position is full-time (40 hours a week) and can be hybrid, with 2-3 days a week in-office.

About the Foundation for Appalachian Kentucky

The [Foundation for Appalachian Kentucky](#) is a non-traditional, nationally accredited community foundation located in and serving the coal fields of Appalachian Kentucky. Located in Hazard, Kentucky, the Foundation works through our affiliate network to advance locally controlled philanthropy, cultivate non-traditional local leadership, and build community capacity.

Since 2009, the Foundation has positioned itself as the go-to organization in both times of opportunity and in [times of crisis](#). Over the last five years, the Foundation, while not specializing in disaster philanthropy, has stewarded over \$20 million dollars coming to our region during several natural and community disasters. We are continually called upon to serve as the trusted, place-based philanthropy experts serving our region. Through our extensive network of grantee partners, we work to serve as a channel for philanthropic investments to reach the organizations, businesses, farms, artists, and people that make up the ecosystem of the Appalachian Kentucky region.

The Foundation serves as a hub and backbone for community groups, nonprofits, and affiliate boards working to make their communities better.

Main Responsibilities

Strategic Planning

- Lead the creation of a strategic communications plan, approach, and organizational voice for the Foundation that uplifts the Foundation's impact, the stories of the communities and grantee partners we serve, and positions the Foundation for Appalachian Kentucky as an innovator in American philanthropy and a transformational institution in Eastern Kentucky



- Produce and execute an annual strategic communications workplan that includes key annual deliverables and quarterly activities
- Assist with developing agendas and materials for and help facilitate communications and development team monthly meetings
- Develop key messaging and boilerplate language to be used by all Foundation staff
- Ensure brand coherence and flexibility as appropriate across the organization
- Ensure alignment of communications with the Foundation's overall mission, vision, goals, and strategic plan

Written and Visual Storytelling

- Oversee the maintenance and upkeep of the Foundation's website
- Produce compelling blogs, newsletters, and e-newsletters in service to communications goals that tell stories of impact and invite donor engagement
- Manage a consistent and compelling social media presence for the Foundation that drives traffic to the Foundation's website and helps recruit donors
- Lead the production of an annual report
- Produce fundraising appeals as needed
- Oversee the production of photos and multimedia products as needed
- Manage all contracts with outside communications-related vendors including but not limited to: web hosting, graphic design, videography, photography, etc.

Fundraising

- Work with the Development Director to develop materials for the recruitment of new donors
- Work with the Development Director and Community Engagement Officers to develop materials for affiliate community foundations in support of their fundraising and grantmaking efforts
- Assist with the production of materials for fundraising or special events
- Assist as asked with materials for grantwriting or grant reporting

Press Relations and Influence

- Serve as a spokesperson as needed for the Foundation to deliver key messages
- Write press releases
- Produce a press and media list for use by the Foundation
- Field questions and inquiries from members of the press
- Pitch stories about the Foundation's work and grantee partners to local, regional, and national media outlets as opportunistic
- Assist the CEO with op-eds and letters to the editor as needed
- Assist with developing and submitting conference presentations as asked for regional and national conferences



General

- Participate in overall organizational strategic planning as requested
- Participate in annual teams work planning and weekly staff meetings
- Contribute to a healthy, kind, and safe organizational culture that values equity, diversity, and inclusion
- Other duties as assigned

Qualifications

- Bachelor's Degree, preferably in a related field (journalism, communications, public relations, marketing, or related degrees)
- 3-5 years working in strategic communications, pr, and/or marketing
- Strong computer skills, in particular communications-related software
- Demonstrated ability to use social media effectively
- Strong writing skills and the ability to write clearly for a general audience
- Experience with social media marketing
- Strong interpersonal communication skills
- Strong design and aesthetic sensibilities
- Broad knowledge of the communications field and experience in production using a variety of media
- Demonstrated ability to be self-directed and execute high quality projects
- Willingness to travel for day and occasional overnight stays within Central Appalachia and sometimes nationally
- Knowledge of and passion for Appalachian Kentucky and understanding of regional issues
- Ability to perform responsibilities in a professional manner and to handle assignments with a high degree of accuracy and confidentiality.
- Be able to work independently and cooperatively in a fast-paced and nimble environment.
- Committed to the Foundation's vision, mission, and values.
- You are required to be fully vaccinated for COVID-19 prior to your first day of employment.

Not Required but Preferred:

- Graduate degree in journalism, communications or a related field
- Experience with graphic design including proficiency in Adobe Design Suite and Canva
- Experience working in the nonprofit or philanthropic sector

Attributes

- Proactive: You think about the future and act in anticipation of future problems, needs, or changes and do not wait for problems to arise.



- Critical thinker: You ask questions, innovate, and problem solve to complete complex tasks.
- Communicator: You communicate effectively and appropriately, both in writing and verbally, with a diverse set of internal and external audiences. You communicate in a manner that demonstrates and fosters cooperation, respect, concern, and openness to change.
- Rapport builder: You instill trust and confidence with internal staff and external partners. You earn trust by your actions and faithfully keep your promises. People know you have their best interest in mind, and you are sincere in your communications.
- Performer: You are motivated by task accomplishment and achieving results. You have a strong desire to set goals and take decisive action.
- Self-Motivated: You look beyond the bare minimum of what is required and do not require constant reminders about what tasks need to be completed.
- Multitasker: You enjoy engaging in many different types of projects and tasks and working quickly to resolve issues.

What's Attractive to the Right Candidate?

- You will join a passionate team, dedicated to the work we do and the communities and region we serve. We take pride in our accreditation and strive for excellence in all we do.
- We offer a competitive salary (\$45,000-\$55,000) and benefits package which includes Anthem BCBS medical, Delta Dental and Vision insurance; long-term and short-term disability; 401(k) with company contribution; Parental Leave; generous Paid Time Off and Holidays.

To Apply

We encourage you to apply, even if your experience is not a 100% match with the position description; we will consider people from a variety of backgrounds and career experiences.

Please email your cover letter and resume in PDF to Kaitlyn Moyers, kaitlyn@appalachianky.org with "Communications Officer" as the subject of the email.

Work Environment

The Foundation for Appalachian Kentucky is committed to creating a diverse work environment and proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or any other basis protected by law.