



Job Title: Community Outreach Coordinator

Role Type: Full-Time, Remote

General Description: The Community Outreach Coordinator will set and guide the strategy for all communications and external messaging to consistently articulate Global Action’s mission. This person will be responsible for informing, educating, and inspiring our audience in alignment with our vision and values. This person will also assist the Chief Development Officer in fundraising efforts.

Primary Responsibilities

1. Develop, implement, and evaluate the annual communications plan.
2. Oversee organizational branding to ensure consistent and appealing look and feel for external communications.
3. Provide guidance and oversight to the Communications Specialist for communicating across a variety of platforms, including direct mail, email, social media, videos, and website.
4. Design and create visual materials, such as mailers, annual ministry reports, brochures, handouts, and the Case for Support document.
5. Oversee monthly email newsletter and other digital communications.
6. Update and maintain US and UK websites, ensuring accurate and up-to-date information and optimal user experience.
7. Create and implement marketing strategies to improve SEO and visibility. Track and measure engagement over time.
8. Provide direction and approval to Communications Specialist on social media strategy and posts.
9. Collaborate with Chief Development Officer (CDO) to align communications strategies with annual development plan and strategies.
10. Provide guidance and oversight for UK communications, including email newsletters.
11. Work with the Communications Specialist to ensure that stories, pictures and videos are regularly captured and shared throughout the organization in order to share Global Action’s impact with supporters, staff members and partners.
12. Manage the creation of videos from each region on an annual basis. Oversee the process from start to finish to ensure high-quality production and storytelling. Provide direction on storyboarding and the selection of the videographer, oversee editing process, and ensure timely completion of projects.
13. Manage online giving pages, in collaboration with the CDO.
14. Develop and implement creative communications strategies to inform, inspire, and involve our supporters (such as podcasts, Zoom calls, prayer groups, segmented newsletters, online “events”, etc.).



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15. Collaborate with Director of Operations and Strategy to ensure that external messaging aligns with internal vision and objectives.
16. Organize all logistics and attend two annual in-person board meetings.
17. Keep information up-to-date on charity rating sites such as Candid, Charity Navigator, etc.
18. Assist the CDO with planning and holding events with donors and prospects.
19. Assist the CDO with CRM management and recording donor and prospect information.
20. Carefully balance the need to effectively communicate stories while also being sensitive to protecting the identities, dignity, and confidentiality of those involved.
21. Make Continued Professional Education (CPE) a high priority, learning about Global Christianity, theological education, intercultural studies, and development/communications best practices.

Preferences and Requirements

1. Degree and/or extensive experience in marketing and communications, ideally for a missional non-profit organization.
2. Proficiency in design and ability to use design tools such as Canva, Adobe, etc.
3. Extensive knowledge of SEO and online marketing strategies.
4. Excellent writing/editing and verbal communication skills.
5. Highly collaborative and comfortable working cross-culturally.
6. Self-motivated and driven, able to work remotely with little oversight.
7. Detail-oriented and organized.
8. Strong emotional and cultural intelligence.
9. Willing to travel 2-4 times per year.

Other Expectations

1. A love for God and others expressed in a commitment to follow Christ with the strength of God's spirit.
2. An authentic spirituality that is visible in attributes of love, joy, peace, gentleness, kindness and self-control.
3. A commitment to resolving conflict in a manner that promotes peace and brings glory to God. (Staff members should be familiar with Ken Sande, *The Peacemaker: A Biblical Guide to Resolving Conflict*. Grand Rapids: Baker, 2004.)
4. A love for learning new ideas and new skills in order to help Global Action expand its mission and carry out its work more effectively.
5. A passion for the Great Commission demonstrated in a love for the nations and a drive to "win as many as possible" for the glory of God.



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6. A team-oriented approach to work that celebrates the gifts of each person in the organization, while using the gifts that God has given you to help the team succeed.

7. A balanced life that embraces diligent work for the glory of God, as well as time for friends, family and rest.

Note: Salary, performance, and benefits reviewed annually.