

## **Position Description: UNWLA Communications Coordinator**

The UNWLA National Communications Coordinator is responsible for managing the online presence of the UNWLA at the National level. Her role is to promote the UNWLA image and brand. Therefore, the Communications Coordinator should have a solid knowledge of the organization's history, projects, and initiatives. The Communications Coordinator must be fluent in both English and Ukrainian, possess exceptional communication skills, and have a proven professional background in digital marketing.

The National Communications Coordinator is a paid position and reports to the President.

### **Social Media**

- Assist in and responsible for production and writing for integrated fundraising and membership campaigns on social/digital networks.
- Maintain the UNWLA Facebook page and other Social Media Platforms (e.g., YouTube, Instagram) - this includes comment moderation and community management.
- Develop engaging and original content to grow and motivate audiences on social media as approved by the Social Media Chair or VP Public Relations; during times of emergency response - by the President
- Share events posted by Branches and Regional Councils.
- Design and post greetings to Facebook for various holidays, including Mother's Day, Ukrainian Independence Day, Thanksgiving, July 4, New Year's, etc. as approved by the Social Media Chair or VP Public Relations
- Develop and manage paid message testing on relevant social channels
- Assist with implementation of digital tools for important initiatives like donations, etc.
- Work closely with the Social Media Chair to create and plan UNWLA social media recommendations.

### **Website ([www.unwla.org](http://www.unwla.org))**

- Responsible for production and writing of materials to be posted to the UNWLA website.
- Responsible for visual cohesiveness of the website materials/news

### **Operations**

- Establish and maintain a budget for all Digital Marketing initiatives.
- Perform Google Drive setup and maintenance.
- Support mass email communications via MailChimp
- Help conduct any needed digital surveys.

- Maintain proper storage of photos from UNWLA events and those provided by UNWLA Branches, Regional Councils etc.
- Provide quarterly reports on key performance indicators, as identified by the President.

#### Digital Marketing Research

- Research, validate, and set up available digital tools to improve communications.
- Keep abreast of all best practices in non-profit digital marketing and incorporate them, as appropriate, into UNWLA's digital marketing strategy.

#### Knowledge, Skills, Abilities

- Knowledge of English and Ukrainian language usage and grammar
- Knowledge of the UNWLA organization
- Ability to communicate effectively in English and Ukrainian
- Ability to compose routine correspondence and reports
- Ability to type using a personal computer and Google Workspace