



InterFaith Works of Central New York
www.interfaithworkscny.org

Position Title: Communications/Events Coordinator
Department: Development
Reports To: Director of Development
Category: Exempt; Full-time

Agency Mission:

“InterFaith Works, through education, service, and dialogue, affirms the dignity of each person and every faith community, and seeks to build relationships and understanding among us.”

Agency Vision Statement:

“InterFaith Works builds bridges of understanding to affirm the dignity of all people in Central New York. Working with the different faith communities and the diversity of the region’s people, we address deeply embedded social divisions. Informed and influenced by the values and ethics of the faith traditions, we work with the community to find common ground on its issues. Using the tools of interfaith and cross-cultural dialogue, we create life-changing experiences that lead to actions for the creation of a more equitable and loving community.”

Position Summary:

The Communications/Events Coordinator supports the initiatives and activities of InterFaith Works and its Development Office with a particular focus on providing communications/events support related to fundraising and overall agency activities. The Communications/Events Coordinator participates in all activities related to achieving fundraising goals and enhancing the agency’s visibility and positive image among its varied stakeholders.

Qualifications:

Individual must have excellent writing/editing, graphic design, website and social media skills. Event planning experience a plus. Must be proficient in Microsoft Office (e.g., PowerPoint, Publisher), InDesign and WordPress. Must be able to juggle multiple priorities, meet deadlines with accuracy, be proactive, maintain confidentiality, and project a positive attitude. High level of attention to detail necessary. Minimum requirement of bachelor’s degree in public relations, communications, journalism, marketing or related field with at least three years’ professional experience.

Essential Functions:

Donor Relations:

- Support President/CEO and Development Director in endeavors that will enhance the agency’s donor base with the end goal of strengthening personal relationships with donors and doubling general operational donations.
- Build positive relationships with donors and effective support for Development volunteers.

Events/Fundraising Support:

- Provide support in the preparation, promotion and execution of special events, including the InterFaith Leadership Award Dinner, Duck Race to End Racism, World Interfaith Harmony Assembly, Racial Justice Awards and donor events.

- Promote fundraising initiatives; gifts received; as well as staff, Board of Directors and Round Table of Faith Leader member accomplishments through external and internal communications, including agency website as well as social, electronic, print and news media.
- Staff agency exhibit table at community events.
- Assist with research and writing of grants.

Communications:

- Ensure the maintenance and functionality of the agency website, working with outside contractors, as needed.
- Seek, write, edit, update and post content on agency’s website and social media accounts (including Facebook, Twitter, Linked In and YouTube) within established deadlines.
- Post CNY Inspirations copy on Syracuse.com, agency website and Facebook page within established deadlines.
- Keep up-to-date, make recommendations and adopt social media platforms (e.g., Snapchat, Pinterest) that will broaden the agency’s social media reach.
- Capitalize on media coverage to foster donor and other stakeholder good will via the website, social media, email, Constant Contact, etc.
- Monitor and report metrics related to social media (e.g., Facebook and Twitter followers, Linked In connections) and electronic communications (e.g., Constant Contact opens) and report quarterly or as requested.
- Seek, write and edit content to produce the biweekly Constant Contact e-newsletter and the tri-annual print newsletter.
- Write, edit, design and oversee printing of communications material, including newsletter, annual report, brochures, fact sheets, fundraising collateral, posters, signage, business cards and letterhead to effectively brand the agency.
- Maintain the brand and signage for the agency’s headquarters, including planning the monthly display on the Wall of Distinction and securing necessary volunteers and materials for exhibit.
- Create and maintain the online agency events calendar.
- Take photos and direct contract photographer, as needed. Organize and maintain an agency-wide system for storing and accessing photos.

Media Relations:

- Support media relations activities, including writing and distributing press releases, media advisories and press kits.
- Update the media contacts list quarterly.
- Maintain a binder of media inquiries as well as copies of print and electronic media coverage for the agency’s archives.

Other duties as assigned by Development Director.

To Apply:

Submit résumé and cover letter (including salary requirements) to: Human Resources Administrator, InterFaith Works of Central New York, 1010 James St., Syracuse, NY 13203 or email: mbowles@interfaithworkscny.org.