



We house, feed, and support those in need with compassion and dignity.

## Job Posting

Title: **Communications and Public Relations Coordinator**  
FLSA Status: **Full-time, Non-Exempt**

Reports to: **CEO/ Executive Director**  
EEO Code: **2**

### Overview:

St Vincent de Paul, Louisville (SVDP) is one of the longest serving social charities in Louisville. Through our homeless shelters, supportive housing programs, professional case management, clinical services, after-school programming, Open Hand Kitchen, Food Pantry, and retail thrift stores, we house, feed, and support those most in need with compassion and dignity.

### Position Summary:

The **Communications and Public Relations Coordinator** directly supports the CEO/Executive Director and the broader executive team, and Board of Directors by increasing community awareness of SVDP's mission, programs, and services while nurturing the integrity of SVDP's image, brand, and reputation via external and internal communications and public relations.

### Essential Duties and Responsibilities:

- Develop, maintain and manage public relations strategies and media relationships. Responsible for writing and distributing press releases and media alerts. Serve as the liaison to the media and coordinate connecting media with the designated SVDP Spokesperson(s). Respond to public comments, concerns, and inquiries and as appropriate direct inquiries to the designated SVDP Spokesperson(s). Advise executive leadership the and Board of Directors with a sense of urgency in case of emergencies.
- Submit positive news coverage of SVDP happenings via social media, print, radio and/or television
- Collaborate and manage internal communications and cross-promotions impacting SVDP departments and their respective activities including matters impacting employees, internal operations, etc.
- Oversee and manage the generation of content for SVDP's social media accounts; update social media content editorial calendar. Create SVDP advertising content/visuals by designing print and web ads and/or writing ad copy. Coordinate with a professional ad agency when applicable. Run periodic reports on social media and advertising analytics
- Coordinate podcasts including scheduling of guests, assisting with the development of podcast session scripts, taping the podcast, and distributing on SVDP website and other social media
- Produce a hard copy print newsletter (known as the Good Samaritan) and ensure timely delivery to existing and potential donors each month. Produce and ensure timely delivery of four direct mail appeals during the back to school, Thanksgiving, Christmas/end of year and Easter seasons. In addition, produce other publications and flyers, including our annual report.
- Assist the Development team with designing invitations for special events and other collateral marketing materials. Assist in promoting and securing media sponsorships for special events.
- Provide monthly reports to the CEO/Executive director on SVDP's social media growth, using insights and analytics
- Maintain WordPress website, posting newsletter content to the site and managing website security
- Work with CFO to develop a Communications and Public Relations budget. Manage Communications and Public Relations budget. Submit P.O.'s for all direct mail, newsletter, annual report, and special print-projects expenses
- Other duties as assigned

**Specific Knowledge, Skills, Abilities:**

- Experience in supporting executive leadership and in developing, maintaining and managing public relations strategies, media relationships and internal communications
- Examples of areas where demonstrated proficiency is important. Editing and design software, including Microsoft Office and Adobe Creative Cloud (Acrobat, Illustrator, InDesign, and Photoshop), and with e-marketing CRM software, including Blackbaud's Online Express. Managing and maintaining a WordPress site (with Gutenberg) including website security. Managing social content strategy across multiple platforms, including website and social media; technical proficiency with Facebook, Instagram, Snapchat, Twitter, and WordPress. Adobe Premiere Pro and After Effects, web server (LAMP) management, AWS S3 cloud service and MacOS experience a plus
- Excellent organizational, written, verbal, proofreading and graphic-design skills
- Experience working with print vendors and selecting paper for print projects
- Self-motivated and detail-oriented with ability to work in a team environment, leading or following, as needed
- Commitment to the mission and goals of SVDP

**Education, Qualifications, Certifications, Trainings, Licenses:**

- Bachelor's degree in Marketing, Communications, or related field
- Minimum of 3-5 years of communications and public relations experience
- A combination of education, training, and experience that results in demonstrated proficiency to perform the work will be considered as a plus
- Successfully pass any required pre-employment background and drug screening
- Valid Driver's license

**Benefits/Additional Information:**

In addition to a sense of purpose and pride that comes from serving others, eligible employees enjoy paid holidays, paid leave, paid Life/Short/Long Term Insurance as well as access to SVDP's Section 125 Health and 401(k) Retirement Plans.

SVDP will conduct a thorough background investigation as part of its application process. Investigations are not limited to, but will include review and verification of the following: previous employment, character references, motor vehicle reports, personality and aptitude testing, drug screening and a comprehensive criminal background check.

**Reporting to this position:** None

**Physical Demands/Effort/Work Environment:**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.*

*While performing the duties of this job, the employee is regularly required to operate a motor vehicle, talk and hear. The employee is regularly required to stand, walk, sit, use hands and fingers, and reach with hands and arms. Must be*

*able to climb stairs. The employee occasionally lifts and/or moves up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.*

*The job may be performed in areas/neighborhoods that could be considered threatening. Work may be performed at night, on weekends, and in inclement weather.*

*The requirements listed are representative of minimum levels of knowledge, skills, and/or abilities. This position description is not meant to imply that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and duties requested by the supervisor. This job description is not a contract for employment. It does not alter or affect the "at-will" doctrine adhered to by St Vincent de Paul.*

**Apply online:** [www.svdplou.org](http://www.svdplou.org)

**Email cover letter and resume to:** [mtull@svdplou.org](mailto:mtull@svdplou.org)

**Mail cover letter and resume to:**

*St. Vincent de Paul Louisville*

*Attn: HR Director*

*PO Box 17126*

*Louisville, KY 40217-0126*

**St. Vincent de Paul Louisville is an Equal Opportunity Employer and absolutely committed to diversity. (M/F/D/V)**