

Job Title: **Communications and Public Relations Coordinator (Part-Time)**
Organization: United Way NWA
Hours: Approximately 15 hours per week
Location: Flexible / Hybrid depending on organization needs

Position Overview

The Communications and Public Relations Coordinator is responsible for managing and executing United Way NWA's communications strategy to increase community awareness, engagement, and support for the organization's mission. This part-time role will oversee media relations, social media management, website updates and content creation while helping ensure consistent messaging across all platforms.

The ideal candidate is a self-starter, strong writer, organized communicator and creative storyteller who can translate the organization's work into compelling content for the public, donors and stakeholders.

Key Responsibilities

Media Relations

- Write and distribute monthly press releases highlighting programs, events, partnerships and impact stories
- Build and maintain relationships with local media outlets, journalists and community publications
- Pitch stories and coordinate interviews to secure media coverage
- Monitor media mentions and track coverage

Social Media Management

- Develop and publish content across the United Way NWA's social media channels at least four times per week
- Create engaging posts, graphics, and short-form content to promote events, programs and impact stories
- Monitor comments and messages and engage with followers when appropriate
- Track social media analytics and adjust strategy for improved engagement

Communications Strategy

- Develop and implement a comprehensive communications plan aligned with United Way NWA's goals
- Ensure consistent messaging, branding and voice across all platforms
- Support strategic campaigns for fundraising, community outreach and events

Content Creation

- Write newsletters, blog posts, donor updates and organizational announcements
- Develop storytelling content highlighting the impact of the United Way NWA's work
- Create basic visual content (graphics, captions, photography)

Photography and Event Coverage

- Attend United Way NWA events to capture photos and short video content for marketing and communications use
- Maintain a digital library of photos and media assets

Website Management

- Update United Way NWA's website with new content, event information, news updates and media coverage as needed
- Ensure website information remains accurate and current
- Optimize content for readability and basic SEO

Additional Communications Responsibilities

- Assist with creation of marketing materials (flyers, brochures, event promotions)
- Support fundraising and events through coordinated messaging and materials
- Manage and distribute email communications or newsletters
- Maintain a communications calendar to organize campaigns, events and announcements
- Track communications metrics; provide periodic reports on engagement and reach
- Assist leadership with speech writing, talking points and messaging when needed
- Help maintain brand guidelines and visual consistency
- Coordinate with program staff to gather stories, updates and impact data

Qualifications

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism or related field (or equivalent experience)
 - 2+ years of experience in communications, PR, marketing or nonprofit communications preferred
 - Excellent writing, editing and storytelling skills
 - Experience managing social media platforms and content scheduling tools
 - Basic photography and photo editing skills
 - Familiarity with website content management systems (WordPress or similar preferred)
 - Ability to manage multiple tasks and meet deadlines in a part-time environment
 - Passion for nonprofit work and community impact
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Preferred Skills

- Demonstrated initiative and problem-solving skills
 - Graphic design experience (Canva, Adobe Creative Suite, or similar)
 - Email marketing platform experience (Mailchimp, Constant Contact, etc.)
 - Basic analytics and reporting experience
 - Media pitching and press outreach experience
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Compensation

Compensation will be commensurate with experience and aligned with the part-time nature of the role (approximately 15 hours per week).

How to Apply

Please submit a brief cover letter and resume outlining your experience with communications, marketing, PR or nonprofit administration to info@unitedwaynwa.org with the subject line “Comm and PR Coordinator”. No in-person or mailed in applications will be considered.