



## **Part-Time Social Media & Communications Coordinator**

**Organization:** Lighthouse for Grieving Children & Families

**Position Type:** Part-Time Contract

**Contract Term:** One year (with potential for extension)

**Hours:** up to 15 hours per week

**Compensation:** \$30/hr

**Reports To:** Director of Development

### **About Lighthouse for Grieving Children & Families**

Lighthouse for Grieving Children & Families provides peer grief support programs at no cost to children, youth, and families who are grieving the death of a loved one. Through the generosity of donors, volunteers, community partners, and fundraising initiatives, Lighthouse creates safe spaces where families can connect, heal, and find hope. The organization relies on meaningful storytelling, community engagement, and donor support to increase awareness of its mission and sustain its programs.

### **Position Summary**

The Social Media & Communications Coordinator is responsible for planning, creating, and managing Lighthouse's social media content, website and newsletter. Working closely with the Director of Development and staff, the coordinator will develop engaging content that raises awareness of Lighthouse's programs, celebrates donors and volunteers, promotes fundraising initiatives, and strengthens relationships with the community.

### **Key Responsibilities**

#### **Social Media Management**

- Develop a social media strategy and newsletter outreach plan.
- Implement a monthly social media content calendar aligned with organizational priorities and fundraising campaigns.
- Create engaging content for Instagram, LinkedIn, Facebook and other relevant platforms, including graphics, videos, photos, stories, and reels.
- Write compelling captions that reflect Lighthouse's compassionate and professional voice.
- Schedule and publish content using social media management tools.

- Monitor engagement, respond to comments and messages as appropriate, and identify opportunities to increase community interaction.
- Track social media performance and provide monthly analytics and recommendations.

### **Newsletter & Email Communications**

- Coordinate the development and distribution of regular electronic newsletter (The Beacon) using the organization's email marketing platform.
- Write, edit, and format newsletter content highlighting programs, events, donor impact, volunteer stories, community partnerships, and organizational news.
- Collaborate with staff to gather content, photographs, and program updates.
- Maintain consistency in branding, messaging, and visual presentation.
- Assist with audience segmentation and maintaining subscriber lists.

### **Content Creation & Storytelling**

- Gather stories that highlight the impact of Lighthouse's grief support programs while respecting confidentiality and organizational policies.
- Create donor recognition posts and volunteer appreciation content.
- Promote fundraising initiatives, including the annual LH events, third-party events, campaigns, and community partnerships.
- Assist with creating promotional materials, graphics, and digital assets for events and campaigns.
- Capture photos and short videos at selected events and activities when appropriate.

### **Website & Digital Communications**

- Assist with updating website, event information, and campaign content as needed.
- Ensure digital communications remain current, accurate, and aligned with Lighthouse branding.
- Support online promotion of fundraising events and awareness initiatives.

### **Collaboration & Communications Support**

- Work collaboratively with the Director of Development and program staff to identify communications opportunities throughout the year.
- Participate in planning meetings related to fundraising campaigns and special events.
- Maintain an organized library of photos, graphics, templates, and communication materials.
- Stay informed about current social media trends and recommend creative approaches that align with Lighthouse's mission and audience.

### **Qualifications**

- Experience in social media management, communications, marketing, public relations, or a related field.
- Excellent writing, editing, and proofreading skills.
- Experience creating engaging content for various social platforms.
- Knowledge of Canva or similar graphic design software.
- Experience with email marketing platforms such as Mailchimp or Constant Contact is an asset.
- Familiarity with website content management systems (such as WordPress) is an asset.
- Strong organizational skills and the ability to manage multiple deadlines independently.
- Photography, video editing, or graphic design experience is considered an asset.

### **Preferred Attributes**

- Creative storyteller with strong attention to detail.
- Compassionate communicator who understands the importance of sensitive messaging.
- Self-motivated, organized, and collaborative.
- Passion for community engagement and nonprofit work.
- Ability to work independently while contributing to a supportive team environment.

### **Working Conditions**

Part-time contract position up to 15 hours per week.

Flexible work schedule with a combination of remote and in-office work.

Occasional evening or weekend availability may be required to capture content at fundraising events, community activities, or volunteer recognition events.