

Job Title: Content & Engagement Coordinator

Hours: 40 hours per week, at least 3 days per week in the office

Reports To: Advancement Director

Job Purpose: The Content & Engagement Coordinator plays a vital role in advancing the organization's mission by managing creative content, digital communication, and storytelling. This position is responsible for producing visual materials for key campaigns, gathering and curating patient stories, and producing multimedia assets that inspire, educate, and mobilize audiences.

Job Responsibilities:

1. Campaign & Project Management
 - a. 40 Days of Prayer Campaign: Design and coordinate marketing materials; ensure cohesive messaging across platforms
 - b. Sanctity of Human Life (SOHL) & Respect Life Campaigns: Develop and prepare visual and written church-facing materials
 - c. Tax Credit Campaign Materials: Design and support creative pieces promoting Nebraska's tax credit giving programs
 - d. Direct Mail Appeals: Design visual content for fundraising appeals; ensure alignment with Advancement messaging
 - e. Internal Communications: Develop and oversee the organization's internal staff newsletter
 - f. Other campaigns and graphic design as assigned
2. Storytelling & Content Creation
 - a. Patient Story Collection: Lead collection, documentation, and curation of patient stories for use in newsletters, events, receipts, and campaigns
 - b. Photography & Video: Capture and produce visual content for storytelling, campaign materials, and digital platforms
 - c. Create content for the First Step to Life Facebook page
3. Community Engagement: Represent the organization at outreach events (1–2 times per month); share the mission, engage the public, and capture stories or media

4. Other Duties as Assigned: Support the Advancement Team and organizational goals with flexibility and creativity

Qualifications:

- 2–4 years of experience in marketing, communications, journalism, or media (nonprofit preferred)
- Strong photography, video, and graphic design skills (Canva, Adobe Creative Suite, or similar tools)
- Familiarity with Facebook Business Suite and Instagram platform tools
- Comfort with interviewing individuals and sharing sensitive stories respectfully
- Passion for life-affirming mission and the ability to communicate it creatively and compassionately
- Self-starter who thrives in a collaborative environment and can manage multiple projects
- Degree in graphic design preferred, but not required

Work Environment:

- This position has the option of working from home two days per week, at least 3 days per week in the office
- Weekly 90-minute Advancement meeting required
- Some nights and weekends for events