NEWSLETTER PROGRAM Coordinator

Position Summary:

With guidance and support from the Canyon Community Alliance (CCA) Board, the Newsletter Program Manager will create and manage our monthly newsletter, ensuring it engages our audience and effectively shares our mission, programs, and developmental updates of the organization.

This role involves writing, collecting, and creating content, collaborating with team members, and enhancing reader engagement. It is important to maintain consistency and accuracy of what the newsletter is helping our organization to accomplish. The timely dissemination of updates, events, and community aligning content.

Type: Volunteer
Duration: On-going
Hours: 2-4 hours per/week initially, 10-15 hours/month on-going

Role and Responsibilities:

- Content Creation
    - Write and curate articles, success stories, and updates.
    - Collaborate with staff to gather information and ensure accuracy and timely submission.
- Design and Layout
    - Oversee the design and layout of the newsletter to ensure it aligns with our branding.
    - Use design tools (e.g., Canva) to create visually appealing content.
- Audience Engagement
    - Develop strategies to grow newsletter subscribers and improve engagement.
    - Monitor newsletter performance and make adjustments based on feedback.
- Project Management
    - Create and manage a content calendar for timely newsletter production.
    - Coordinate with designers and contributors to meet deadlines.
- Collaboration
    - Work with the communications team to align content with organizational goals.

- Build relationships with community members to highlight our partnerships with them.
- Continuous Improvement
    - Stay updated on best practices in communications and digital media.
    - Gather reader feedback to improve future newsletters.

Desired Qualifications / Experience:
- Enjoys getting things done
- Good communication skills and team collaboration
- Ability to work constructively with multiple organizations and people
- Canva or similar software experience a plus
- Familiar with article writing and social media postings
- Familiar with project management
- Has a desire to contribute to the Valle community