

## **Position Description: Communications Coordinator**

*World Floor Covering Association – wfca.org*

Part-time, hourly position, 20 hours a week, M-F during normal business hours in Dalton, GA office/partially remote. Reports to Executive Director of FCIF/WIFI. Position is paid.

**The Communications Coordinator** will help with marketing and administrative tasks to support two charitable non-profit organizations that WFCA manages: *Floor Covering Industry Foundation (FCIF)* & *Women In the Floorcovering Industry (WIFI)*. Both organizations support people across the United States.

Tasks include, but are not limited to:

- Providing administrative assistance with donor databases, mailings, prospecting, etc.
- Brand stewardship including: editing organization websites and overseeing social media schedule.
- Supporting committee meetings and events.
- Interviewing grant recipients, board members, volunteers, program participants, and other constituents in person, over video, over the phone to gather content for use marketing and advocacy.
- Maintaining media contact lists and PR schedule and ensuring brand stewardship.
- Drafting press releases, overseeing photo library, and responding to requests for written content and artwork.
- Tracking analytics on websites, social media, and print media.

### **Qualifications**

Education: Two or four-year degree (or near completion) in English, Communications, Marketing, Business Management, or other related field.

Demonstrated experience the following skills:

- Speaking and writing in grammatically correct English.
- Creativity both in written and in visual communications.
- Comfort working with diverse populations including people in need and also professional office relationships in person and via phone, video calls, and email.
- Use MS Word, Excel, PowerPoint, and Outlook. Prefer basic use of Adobe Illustrator, InDesign, and Photoshop.
- Lifting and carrying up to 50 lbs.
- Strong sense of intuition, desire to learn and grow, and motivation for excellence.
- Use of personal car for local travel and ability to travel out of state via plane 3-4 times a year as needed for business conventions.

### **About FCIF - Floor Covering Industry Foundation - fcif.org**

The Floor Covering Industry Foundation (FCIF) is a 501(c)3 organization that is dedicated to financially assisting those who are or have been employed in the floor covering industry who experience illnesses, severe disabilities, or other life-altering medical hardships.

### **About WIFI - Women In the Floorcovering Industry - womeninflooring.org**

Women in the Flooring Industry (WIFI) is an educational 501c3 non-profit that attracts, educates, and empowers women in the flooring industry. WIFI activities are available to anyone who identifies as or who is in support of women in the flooring industry. Programs include scholarships for continuing education and presenting of professional development and mentoring programs.

**To apply** send a resume and cover letter to Andrea Blackbourn at [ablackbourn@fcif.org](mailto:ablackbourn@fcif.org) by March 31, 2024.