

Communications and Development Coordinator Job Description – Full-time

PUCS Background/Mission

At Pittsburgh Urban Christian School (PUCS) our mission is to equip students to engage the world with their unique, God-given gifts. PUCS provides an excellent education in an urban setting for a racially and economically diverse group of students. We are committed to educating from a Christian perspective with a curriculum characterized by integral thematic units, close student teacher interaction and substantive parental involvement. By offering a high quality, affordable education, PUCS seeks to play a leading role in enhancing the quality of life for the people of Wilkinsburg and surrounding communities. Our staff of certified teachers is dedicated to facilitating each student's spiritual, personal, social, academic and physical growth.

PUCS serves 130 students ranging from pre-kindergarten to eighth grade. PUCS employs 19 talented faculty and staff who are devoted to creating a rich learning environment for students. Our talented teachers help foster an environment that empowers PUCS students to realize their full potential and set them up for a successful post-PUCS educational experience.

Please review the [PUCS website](#) for further detail on the PUCS approach to learning and the impact PUCS has had on the community.

Development – 25 hours a week (approximately)

Position Purpose: The Communications and Development Coordinator reports to the Development Director to support the fundraising efforts of PUCS. The Coordinator will be responsible for helping with grant research and grant writing, managing special events, donor cultivation, and office duties including database management. They will ensure timely responses to all funding opportunities and manage the gift recognition process.

Duties:

- Maintain accurate donor database (Bloomerang) – contact information, donations and interactions. Annual updates for newly enrolled families, staff, alumni, event participants and community members. Use the database to record donations, mail tax receipts, and generate mailings.
- Learn standard donor database reports and create custom reports as necessary. Use donor database reports to analyze and evaluate donor trends (lapsed, LYBUNT/SYBUNT, soft credits, wealth screening).
- Research potential sources of funding. Maintain foundation calendar. Write grants with the Development Director.
- Provide timely and creative ways to say thank you to donors, foundations and businesses. Write donor reports with financial support provided by Financial Secretary.

- Manage annual events (Grandparents Day, Pastor Appreciation Breakfast, Serve-A-Thon, fundraiser, etc.) and follow-up. PUCS will celebrate its 40th anniversary during the 2021-2022 school year – planning and preparing for this milestone.
- Assist with other development activities such as annual fund, corporate relations for the Educational Improvement Tax Credit (EITC) and Opportunity Scholarship Tax Credit (OSTC) program efforts.
- Other duties as assigned.

Communications - 15 hours per week (approximately)

Responsibilities: The Development and Communications Coordinator is responsible for developing and facilitating the design and implementation of the school’s communications plan. This is a position with a lot of variety, and includes the development of narratives, websites, email, social media, print, and others to inform the PUCS community of key information, news, events, and other topics that advance the School’s mission and institutional goals.

The position works collaboratively to support the organization’s Marketing, Communications, Recruiting, Development and Community Outreach efforts. Responsibilities will be distributed throughout the year and, in accordance with the communications plan, may include:

- **Communications**
 - Research, write, and edit email newsletters and messages to ensure clear and accurate communication to constituents.
 - Write grants applications and reports with the Development Director and Financial Secretary.
 - Copyedit, proofread, and revise communications from multiple departments to ensure accuracy and quality.
 - Create compelling written content for a variety of platforms including the School’s website, social media, PUCS Post, Constant Contact, and more.
 - Support senior management, faculty, and staff as-needed with communications (i.e., slide presentations, one-pagers, etc.).
- **Graphic Design and Publishing**
 - Create compelling print and digital content to support the School’s communications campaigns.
 - Create materials for multiple School departments and divisions, including Admissions, Advancement, and Athletics. Materials include invitations, postcards, programs, and more.
 - Create graphic designs to support social media campaigns.
 - Collaborate with the print newsletter graphic designer.
- **Website**

- Update and add content to the School's website.
- Regularly review the School's website to ensure information accuracy, proper display on multiple devices, and site health.
- **Branding**
 - Steward the School's editorial and brand standards by ensuring consistency and visual integrity on all communications.
 - Revise communications from multiple departments to ensure alignment with the School's brand guidelines.
- **Crisis Communications**
 - Participate in reputation management and media monitoring.
 - Participate in crisis communications response and support.
- **Administrative**
 - Act as a liaison with third-party vendors and assist in managing those relationships.

Qualifications and Experience:

- Bachelor's degree in a related area.
- Two or more years of related experience
- Solid knowledge of communications principles, concepts, strategies, and best practices.
- Current knowledge of social media platforms and current communications technology with the ability to demonstrate best practices. (Facebook, YouTube, LinkedIn, etc.)
- Excellent written, verbal, and interpersonal communication skills. (Newsletters, donor reports, grants, grant reports, receipts, thank you notes, etc.). Acute attention to detail, accuracy, grammar, and punctuation.
- Experience with managing or updating websites.
- Ability to analyze data from fundraising campaigns and be able to draw insights with actionable recommendations based on the analysis.
- Proven project management skills and ability to drive a project from concept to completion.
- Ability to work independently as well as within a team and with other groups within the School. Experience collaborating/working with outside organizations.
- Strong time management skills.
- Strong organizational skills with the ability to multitask and prioritize workflow.
- Highly motivated, productive, and deadline oriented.
- Good judgment, tact, diplomacy, and ability to guard confidentiality.

Skilled in the use of:

- Donor databases
- AP Style
- Google products such as Gmail, Drive, Docs, Slides, and Sheets
- Microsoft Office Suite, especially MS Excel
- Adobe software including InDesign, Photoshop
- Content management systems such as WordPress
- Social media monitoring software
- Working knowledge of HTML

Required Legal Documents

- Federal Criminal History Record
- Pennsylvania State Criminal Record Check (Act 34)
- Pennsylvania Child Abuse History Clearance (Act 33/151)

How to Apply

Interested applicants should send the following to careers@pucs.org:

- Letter of interest
- Resume
- Three references
- Personal Statement of Christian Faith / Experience