

## **Communications & Social Media Coordinator BCL of Texas Job Description**

**Reports to:** Reporting to the Director of Communications and indirectly to the COO

**Salary:** \$18-23/hour, depending on experience. Part-time, 20 hours per week.

**Work Environment:** BCL of Texas is Austin based and has Austin and Dallas offices; however, we are open to a remote opportunity.

**Benefits:** Paid time off will be accumulated at the rate of 7 hours per month, for a total of up to 84 hours per year. This equals 10.5 paid days off annually based on 8-hour days, or 21 paid days off per year based on 4-hour half days.

**Company Description:** BCL of Texas is a nonprofit Community Development Financial Institution, (CDFI) founded by volunteers in response to an economic recession in 1990. We promote access to economic opportunity, with an emphasis on asset building, community development, and closing the racial wealth gap.

We do this through programs including: personal financial empowerment, homeownership, and small business, and community development. Our services include one-on-one coaching, educational classes, and lending programs. BCL's lending programs range from down payment assistance for first-time home buyers, to loans for growing minority owned businesses, to community development and affordable housing projects, to working with local communities for loan funds and main street revitalization. We work across the state of Texas, with an emphasis on the I-35 corridor, and work especially with rural, minority, and other historically underserved populations. We offer a lot under our umbrella, but it all ties back to our mission of Building Strong Communities through economic development.

### **We are looking for candidates who have:**

- Personal interest in BCL's mission and desire to promote to economic equity
- Commitment to diversity and ability to use appropriate terms to market to diverse audiences, OR willingness to learn to do so (we talk about topics like closing the racial wealth gap, historically underserved communities, red lining, minority-owned businesses, low-to-moderate income households, etc.)
- Experience and excitement in creating high-engagement social media content
- Some experience in simple graphic design; for example, using Canva or other tools to create social media graphics and posts
- Ability to create simple social media videos
- Ability to balance content that is both professional as well fun and engaging
- A commitment to being precise and accurate – we often market multiple programs and events at once, and it's important we put out the correct information each and every time to an audience of over 10,000 people.
- A system for staying organized and managing multiple ongoing projects and content streams.
- Good communication skills, including grammar and ability to express complex terms so that the general public can understand.
- Desire to try new ideas, test and measure the results, and adapt as needed
- A collaborative personal style that works in partnership with others.
- Personal flexibility to work with a broad range of personalities and styles.
- Some experience in working with Adobe Photoshop, Illustrator, InDesign, MailChimp, or Constant Contact is a bonus but not required.
- Interest in photography is a bonus but not required.

**Position Summary:** The Communications & Social Media Coordinator will work collaboratively with the Director of Communications to create and manage BCL's digital content, including social media content, success stories, email marketing, and website content. They will work with the Communications Director to brainstorm and plan content, as well as collaborate with other BCL staff members and customers to highlight BCL's programs and impact.

This is both a creative and strategic role that will allow you to highlight the stories of communities, small businesses, families, and homeowners across Texas, as well as highlighting BCL's nonprofit programs and services and impact in the community. This position will work primarily independently, but also in collaboration with BCL staff members, customers, and some third-party vendors.

### **Primary Tasks:**

- Social media:
  - Create social media content, including posts, reels, stories, and possibly Instagram / Facebook Live sessions as appropriate
  - Manage a social media calendar and update this calendar frequently in response to new programs, events, or relevant and newsworthy topics
  - Determine best times and days to post, and keep metrics to determine which types of posts perform best
  - Work with the Communications Director to manage occasional social media ads and boosted posts
- Email marketing:
  - Create email blasts to market BCL events and classes
  - Manage content for monthly BCL e-newsletter, and quarterly emails to Financial Empowerment, Small Business, and Banking audiences
  - Create content for newsletters, including writing client success stories, highlighting BCL programs, and finding relevant articles & news stories
  - Answer and direct inquiries from general organization email inbox
- Other Communications Assignments:
  - Keep content up to date with updates to existing flyers and graphics
  - Design simple graphics (you do **not** need to be a professional graphic designer, but if you can use Canva and make a social media graphic that looks good, that is what are we looking for!)
  - Make occasional updates to BCL websites (using very user-friendly software - no technical knowledge is needed for this)
  - Interview clients for success stories
  - Take photos and videos of clients and at BCL events
  - Coordinate with vendors for services such as PR, photography, videos, etc., including getting quotes for outsourced projects

### **Required Application Materials:**

- Resume and short cover letter or interest statement
  - Your cover letter or interest statement should include information letting us know what about BCL's mission and work excites you

- Portfolio of 2 to 5 pieces of relevant work, including (but not limited to) as many of the following as apply:
  - Blog or websites managed
  - Graphic design
  - Digital content, such as e-newsletters, stories, reports
  - Social media content or accounts managed
  - Clients, brands, or groups you have worked with (including on a volunteer basis)

**To apply:**

Please email your application materials to [communications@bcloftexas.org](mailto:communications@bcloftexas.org).

We will begin scheduling interviews starting on November 18th, but the position will remain open until filled.

**Equity Statement:**

Studies show that non-minority men are likely to apply for a job when they meet only some of the listed requirements, while women and minorities are more likely to apply only if they meet all of the qualifications.

At BCL of Texas, we value diversity, and we welcome candidates of color, LGBTQ+ people, women, neurodivergent people, people with disabilities, and more. We view the requirements as a guide and not an absolute list, and encourage candidates, especially diverse candidates, to apply if you feel you meet the spirit of the job description, are interested in the mission, and believe you will be able to learn the job and do the work.