



The Center for Applied Research Solutions (CARS) is a small California 501(c)(3) nonprofit dedicated to building capacity of the behavioral and public health field by promoting evidence-based practice and workforce development.

CARS provides training, consultation, and resources for professional development to major initiatives in mental health, substance abuse, stigma reduction, and suicide prevention. Our services support effective programs, policies, and practices at national, state, county, and local agencies, such as in state departments, county administrations, and higher education systems. Our team is committed to improving individual and community health and wellness through evidence-based and culturally responsive practices that address complex social problems and reduce health disparities. We support authentic community engagement, elevation of cultural expertise, and the use of community-defined effective practices. We integrate youth, family, and lived-experiences voices into service development, delivery, and leadership. In all our work, our mission is to foster safe, healthy, and engaged persons and communities.

Position Title: Communications Coordinator

Reports To: Associate Executive Director

FTE: 1.0

Location: Remote

General Description: The Communications Coordinator is responsible for supporting development of written materials; engaging in activities to expand organizational and project reach; contributing to resource libraries; and assisting with coordinating communications across projects. This individual will work closely with the Communications Specialist (CS) and the Visual Communications + Design Specialist (VCDS) at CARS. This position reports to the CS, and to the VCDS on social media activities specifically.

This individual will directly support the CS by contributing to the writing of newsletters, announcements, website content, and other communications. They may also support with uploading and formatting content (e.g., in Constant Contact). They will support the VCDS by identifying organizations and individuals to follow on social media, and through daily social media engagement activities; ideally, they would have experience using social media platforms such as Loomly. This individual will also be responsible for contributing to outward-facing, project-specific resource libraries on mental and behavioral health topics. They may support coordination and calendaring between the CS/VCDS and Project Directors and Managers.

ESSENTIAL FUNCTIONS

- Contribute to content development and posting of newsletters, social media posts, and other external communications.
- Conduct field analyses to continually expand social media outreach. Support daily social media engagement activities (e.g., likes, retweets).

- Contribute to resource libraries, including proactively identifying resources, tagging resources with appropriate information, and drafting descriptions of each resource.
- Support communications calendaring, including posting and release schedules. Assist with coordination between Project Directors and Managers and the CS/VCDS.
- Support communications planning and reporting.

REQUIRED COMPETENCIES (Knowledge, Skills, Abilities)

The requirements listed below are representative of the knowledge, skills, and abilities required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Strong writing skills.
- Understanding of and experience with multiple social media platforms.
- Effective interpersonal communication skills.
- Good organizational skills and ability to work effectively across multiple teams, platforms, and projects.
- Ability to independently research topics and identify relevant resources.
- **Preferred:** Demonstrated experience engaging racially, ethnically, culturally, and/or linguistically diverse communities, either by providing services or through communications.
- **Preferred:** Understanding of culture and communications (e.g., appropriate terminology); ability to frame content through a trauma-informed, strengths-based, resiliency-oriented lens.
- **Preferred:** Experience using marketing programs (e.g., Constant Contact) and social media management programs (e.g., Loomly).
- **Preferred:** Ability to make recommendations for visual/graphic elements to accompany written content, or to develop visual/graphic elements using programs such as Photoshop, Illustrator, or InDesign.
- **Preferred:** Experience working in the nonprofit, social services, or community sectors.
- **Preferred:** Experience with mental health or substance use fields.

MINIMUM QUALIFICATIONS

- Bachelor's degree in communications, marketing, English, or a similar field, or minimum of 3 years' experience in marketing or communications.
- Minimum 1 year related experience in marketing or communications.

CARS offers a small business environment and an excellent benefit package. CARS provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. We strongly encourage and seek applications from people of color, including bilingual and bi-cultural individuals, as well as members of the lesbian, gay, bisexual and transgender communities.

Salary range: \$50,000-\$59,000.00 annually

To Apply: Submit a current resume and cover letter explaining your interest in the position. All materials should be sent electronically to carshr@cars-rp.org. This position will remain open until filled. No phone calls please. Thank you in advance for your interest.