



**Position Title: Communications and Engagement Coordinator**

Status: Full-time, 40 hours/week, non-exempt  
Supervisor: Development Director  
Pay Range: \$25.42 -\$38.13/hour  
Work Location: In-Office; & Occasionally Field-Based  
Benefit Eligibility: Full-Time Benefits

**About UpValley Family Centers:** UpValley Family Centers is a dynamic nonprofit organization that provides prevention services to strengthen children, adults, and families. Our mission is to provide guidance, support, and resources in the community, the home, and the individual so everyone can achieve a better life. Our offices are located in Calistoga and St. Helena; we serve children, youth, adults, and seniors. Taking a prevention-focused, community-responsive approach, our broad scope of services includes guided information and referrals, access to health services and other resources, education and mentorship opportunities for all ages, case management and counseling services, disaster relief and emergency preparedness services, and more. Learn more at [www.upvalleyfamilycenters.org](http://www.upvalleyfamilycenters.org)

**About this position:** The Communications and Engagement Coordinator is responsible for advancing UpValley Family Centers’ visibility, brand, and community engagement through fundraising communications, digital content, social media, donor and volunteer engagement events, media relations, and community outreach. This role plays a key part in building strong relationships with donors, volunteers, community members, and local businesses by serving as an ambassador and storyteller for UVFC. The Communications and Engagement Coordinator reports to the Development Director.

**Essential Duties and Responsibilities:**

*Fundraising & Donor Communications*

- Draft and produce fundraising and stewardship communications, including letter templates, e-blasts, newsletters, impact reports, and success stories
- Support donor communications for all fundraising campaigns and appeals
- Collaborate with the Development Director to ensure messaging alignment, accuracy, and consistency
- Assist with development of donor-facing materials such as one-pagers, campaign toolkits, and recognition materials
- Develop and manage donor-facing language, storytelling, and visual presentation for online fundraising platforms (e.g., GiveSmart), including campaign pages for the VIVA! Napa Valley online auction and Napa Valley Pickleball Classic, in collaboration with the Development Manager and Development Director

*Donor & Community Engagement Events*

- Plan and coordinate donor, volunteer, and community engagement events focused on cultivation, stewardship, and relationship-building (e.g., open houses, appreciation events, small gatherings)
- Manage event communications and logistics, including invitations, RSVPs, materials, vendors, and day-of coordination
- Coordinate storytelling elements such as client stories, staff speakers, and visual impact materials
- Collaborate with the Development Team to ensure engagement events align with broader fundraising strategies
- Support post-event follow-up, recognition, and stewardship communications to strengthen ongoing donor relationships

*Community & Business Outreach*

- Represent UVFC at Chamber of Commerce meetings, community networking events, and local gatherings
- Conduct outreach to local businesses to build awareness of UVFC and identify sponsorship, partnership, & engagement opportunities
- Support recognition & visibility for community and business partners through communications & materials

### *Marketing, Design & Promotional Materials*

- Create promotional materials for UVFC programs, services, and events in collaboration with program staff
- Develop and tailor messaging and content for diverse audiences – including donors, clients, community members, older adults, and partners – ensuring communications are culturally responsive, linguistically appropriate, and accessible across varying literacy levels
- Create engaging materials such as program flyers, brochures, banners, signage, swag, and digital assets using tools such as Canva or Adobe Creative Cloud
- Coordinate with staff or consultants to ensure materials are bilingual and accessible as needed
- Develop donor engagement and outreach materials, including the annual report, in collaboration with the Development Director
- Ensure consistent look, feel, and brand alignment across fundraising campaign materials and digital platforms, including online auction and event pages

### *Social Media, Digital & Website Management*

- Implement UVFC's social media strategy across platforms, including Facebook, Instagram, and LinkedIn
- Plan, create, and schedule engaging social media content in collaboration with program staff
- Coordinate social media content and outreach in collaboration with partner organizations and coalitions to support joint campaigns and community initiatives, ensuring alignment with UVFC's messaging and brand approach
- Integrate social media components into fundraising and engagement campaigns
- Track basic social media and digital engagement metrics and prepare summary reports
- Maintain and regularly update the UVFC website, ensuring accuracy across all pages

### *Media Relations & Community Visibility*

- Collaborate with the Development Team to create and maintain an annual communications calendar
- Draft press releases and event blurbs for local newspapers and online calendars
- Maintain media contact lists and submission deadlines
- Assist with distribution of press releases and community announcements
- Monitor local media coverage and support sharing of coverage with stakeholders
- Actively promote UVFC's visibility and key messages in the community

### *Storytelling, Brand & Internal Engagement*

- Draw on UVFC's Theory of Change to create content that incorporates client stories and program/community-level data
- Work with client-facing staff to collect client stories and testimonials using ethical, strengths-based storytelling practices
- Apply and uphold organizational brand standards across all public-facing materials
- Maintain shared communications templates, assets, and brand resources
- Orient new staff on UVFC branding and communications guidelines
- Support staff engagement in fundraising and communications activities

### *Team Participation*

- Participate in biweekly Development Team meetings
- Contribute to Development Department planning and annual calendars
- Provide administrative and coordination support for campaigns and events as assigned
- Perform other related duties as assigned

### **Qualifications:**

- Two (2) or more years of experience in nonprofit communications, marketing, or development support, including donor-facing writing, social media management, & creation of fundraising & promotional materials
- Strong attention to detail and the ability to think both creatively and strategically



- Excellent interpersonal, verbal, and written communication skills, with the ability to compellingly articulate UVFC's mission and impact
- Experience creating or coordinating communications, marketing, or engagement activities in a nonprofit, community-based, or mission-driven setting
- Comfort using digital tools such as email marketing platforms, social media, Canva or similar design tools, and website CMS platforms (e.g., WordPress)
- Demonstrated project management and event coordination skills
- Ability to build and maintain positive working relationships with staff, board members, donors, volunteers, and community partners
- Ability to work independently, manage multiple priorities, and meet deadlines
- Bilingual English/Spanish skills strongly desired
- Commitment to individual and family wellness and to advancing equity-centered, strengths-based work
- Valid Driver's License and insurance, or other reliable means of transportation are required.
- Conduct a fingerprint background check and TB test and receive clearance.

**Hours of Work:**

Our business hours are 8:30 am - 5:00 pm. General work hours will be during regular business hours, though the schedule might vary, including some evenings and weekends.

**Notice:** This job description is intended to indicate the kinds of work duties required in this position. It is not intended to limit or in any way modify the rights of any supervisor to assign, direct, and contract work of staff under his/her supervision. The use of a particular illustration describing duties shall not be held to exclude other duties, not mentioned, that are of a similar level or difficulty.

**Pay Range:** \$25.42/hour - \$38.13/hour

Actual payment within range will be contingent on several factors, including but not limited to the candidate's qualifications, education, experience, internal equity, and alignment with market data, following our compensation philosophy. Anticipated starting salary is not expected to exceed the range median.

**UpValley Family Centers is an equal-opportunity employer committed to maintaining a diverse staff and providing culturally responsive services. We prohibit discrimination or harassment based on any protected class and encourage applicants from all backgrounds to apply.**