



CASA OF THE SOUTH PLAINS, INC. JOB POSTING

TITLE: Communications Coordinator
DATE: June 2026
CLASSIFICATION & STATUS: Non-Exempt – Part-Time (25-29 hours/week)
REPORTS TO: Marketing & Events Director
EXPECTED START DATE: August 2026

The Communications Coordinator is responsible for developing and executing CASA of the South Plains' digital communications efforts through social media, email marketing, graphic design, website management, photography, and storytelling. This position works closely with all departments to create compelling content that increases awareness, supports volunteer recruitment, strengthens community engagement, and advances fundraising efforts.

The Communications Coordinator serves as the organization's primary content creator and brand steward, ensuring all communications are accurate, engaging, mission-focused, and aligned with CASA's values. This position will also support special events, public relations initiatives, and organizational marketing campaigns while gaining exposure to broader development and event management functions.

ESSENTIAL RESPONSIBILITIES & DUTIES:

1. Communications & Social Media

- a. Develop and manage CASA's social media content calendar
- b. Create, schedule, and publish content across all social media platforms
- c. Monitor and respond to comments, messages, and inquiries
- d. Track and report engagement, reach, and performance metrics
- e. Assist with public relations efforts, including press releases and media outreach

2. Content Creation & Graphic Design

- a. Design digital and print materials including social media graphics, brochures, flyers, annual reports, event collateral, presentations, and recruitment materials
- b. Create compelling written content including captions, articles, impact stories, and donor communications
- c. Maintain brand standards across all communication channels
- d. Edit and proofread content for accuracy and consistency

3. Email Marketing & Storytelling

- a. Create and distribute monthly e-newsletters and special campaign communications

- b. Collaborate with program staff to identify and develop stories that highlight CASA's mission and impact
- c. Maintain an organized library of stories, photos, and marketing assets

4. Photography, Video & Digital Assets

- a. Capture and edit photos and short-form videos for marketing and storytelling purposes
- b. Maintain and organize the organization's digital asset library
- c. Assist with visual coverage of events and program activities

5. Website Management

- a. Maintain and update CASA's website content
- b. Ensure website information remains current and accurate
- c. Coordinate with vendors and hosting providers as needed
- d. Monitor website performance and functionality

6. Marketing & Event Support

- a. Create promotional materials for fundraising campaigns, volunteer recruitment efforts, and special events
- b. Assist with event marketing and sponsorship recognition
- c. Support organizational campaigns through coordinated communications strategies
- d. Attend and assist with select CASA events, including occasional evenings and weekends

7. Growth Responsibilities

- a. This position offers opportunities for professional growth and increasing responsibility in communications, marketing, public relations, and event management which may include:
 - i. Campaign planning
 - ii. Public relations
 - iii. Event marketing
 - iv. Analytics and reporting
 - v. Committee support
 - vi. Sponsorship fulfillment support

OTHER RESPONSIBILITIES & REQUIREMENTS

1. Attend and support special events
2. Additional duties as required
3. Must have and maintain a valid driver's license and valid auto insurance
4. Must be able to travel between work locations and throughout the organization's service area

KNOWLEDGE, SKILLS, & EXPERIENCE

1. Education:
 - a. A minimum of a Bachelor's degree is required or in progress of attaining. CASA of the South Plains welcomes employees from diverse educational backgrounds and degree programs.

- b. Bachelor's degree in Marketing, Communications, Public Relations, Journalism, Graphic Design, or related field is preferred
- 2. Minimum required experience includes:
 - a. Two to three years of experience in marketing, communications, public relations, graphic design, or related field
 - b. Strong portfolio demonstrating graphic design, content creation, and storytelling abilities
 - c. Experience managing social media platforms for an organization or business
 - d. Proficiency in Canva and Adobe Creative Suite
 - e. Experience with email marketing platforms and website content management systems
 - f. Approved criminal and DFPS background is required
- 3. Preferred qualifications include:
 - a. Photography and basic video editing experience preferred
 - b. Excellent written and verbal communication skills
 - c. Strong organizational skills with the ability to manage multiple projects and deadlines
- 4. Qualities we look for:
 - a. Demonstrated integrity, honesty, and ethical conduct
 - b. Demonstrated passion for CASA's mission
 - c. Self-starter with minimal guidance required
 - d. Highly organized
 - e. Able to work collaboratively in a team environment

SALARY & BENEFITS:

CASA of the South Plains offers paid vacation, paid holidays including extended Christmas break, flexible work schedule, cell phone stipend. Paid time off increases with years of service. Office hours are Monday through Thursday 8am to 5pm and Friday 8am to Noon. Hybrid work model may be an option. Starting pay will be based on experience and range from \$20.00 - \$23.00 per hour.

APPLICATION PROCEDURE:

Interested applicants should email a resume, cover letter, and a completed Employment Application to apply@casaoftthesouthplains.org. Please include the position title "Communications Coordinator" in the subject line. The Employment Application can be downloaded from the "Careers" page on our website at casaoftthesouthplains.org/career-opportunities.

Review of applications will begin June 24, 2026 and position will remain open until filled.

All applicants for paid employment are required to authorize CASA of the South Plains and provide the necessary information to secure the following record checks upon acceptance of job offer or as required by law:

- a. Social security number verification;
- b. Texas criminal record check obtained from the Texas Crime Information Center maintained by the Texas Department of Public Safety;
- c. National criminal record check obtained from the National Crime Information Center (NCIC) maintained by the Federal Bureau of Investigations;
- d. Texas Public Sex Offender Registry check maintained by the Texas Department of Public Safety;
- e. National Sex Offender Registry check maintained by the United States Department of Justice;
- f. The Child Abuse and Neglect Central Registry check maintained by the Texas Department of Family & Protective Services
- g. Texas Motor Vehicle check maintained by the Texas Department of Public Safety

ZERO TOLERANCE OF ABUSE POLICY

CASA of the South Plains does not tolerate any form of child abuse or exploitation, nor do we tolerate possession or access to any material that is abusive, or could be perceived as abusive, towards children. We take an active approach to eliminating potential risks and creating a culture of safety. We will not knowingly engage with anyone who poses a risk to children. Any conduct that potentially places children at risk or violates CASA's Zero Tolerance of Abuse Policy will be promptly evaluated, resulting in dismissal from the program and notification of appropriate authorities.

VALUE STATEMENT

CASA of the South Plains exemplifies a volunteer-centered culture that promotes positive change in the lives of children in foster care and their families. We commit to honor all those we serve with passion for our mission, overcome barriers through professionalism and integrity, practice gratitude and respect, and encourage honesty and humility.

EQUAL OPPORTUNITY EMPLOYMENT

CASA of the South Plains, Inc. provides equal employment opportunities to all employees and applicants for employment without discrimination on the basis of race, color, religion, sex, national origin, age, and disability per federal civil rights laws. In addition to federal law requirements, CASA of the South Plains, Inc. complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities.

For more information about CASA of the South Plains, please visit www.casaofthesouthplains.org.