



Communications Coordinator

Title: Communications Coordinator

Reports to: Marketing and Communications Director

Summary: The Communications Coordinator plays a key role in advancing the American Numismatic Association's mission of generating interest in coin collecting and related items. The individual works to increase visibility for the ANA, its services and programs, and the hobby in general through numismatic media, mass media, earned media and owned media. The Communications Coordinator develops engaging stories while working to expand message distribution channels and create new opportunities to reach a variety of stakeholders. This position is non-exempt.

Duties and Responsibilities

- Identify and develop media stories, cultivate relationships with members of the media, and coordinate with cross-functional teams and other stakeholders to pitch and secure press coverage.
- Write and disseminate press releases and news briefs to promote ANA programs and services such as membership, conventions, educational offerings, scholarships, awards, young numismatist activities, museum, library, etc., ensuring content meets the needs of intended audiences.
- Identify and develop general interest collecting stories for dissemination to non-numismatic media.
- Develop an annual editorial calendar that supports communications objectives.
- Develop and regularly update numismatic media contact list, as well as contact lists for local (Pikes Peak region) media and national non-numismatic media; cultivate relationships with members of the media
- Coordinate and produce eNewsletters.
- Coordinate and produce the association's social media.
- Provide writing/layout/distribution support for communication needs related to website content, targeted eBlasts, house ads, surveys, presentations, online content, video production, and other internal and external projects.
- Research and obtain images to support content, working with creative services team and staff photographer, as necessary.
- Monitor print and electronic media coverage of the ANA; keep abreast of industry news.
- Provide communications support at annual conventions (i.e.: live-tweet events and convention activities, assist with video production, serve as a media contact, staff the registration table, etc.).
- Provide information and customer service support in response to membership inquiries.
- Set goals, interpret results, and formulate recommendations to improve efficiency.

Required Skills and Qualifications

- Bachelor's degree and 2-3 years related professional experience; or equivalent combination.
- Superior writing and proofreading skills, with attention to detail, grammar and voice.
- Ability to produce compelling, concise, accurate and professional content.
- Ability to vary writing style for different audiences and platforms.
- Experience researching information and resources online.
- Exceptional computer skills; proficiency with MS Word, Excel and PowerPoint.
- Working knowledge of established social media platforms and programs.

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- Advanced technology skills a plus, particularly with content management systems.
- Excellent interpersonal skills; ability to work well with colleagues, media, members, partners and other stakeholders.
- Solid organizational skills; ability to work productively in a fast-paced, collaborative environment managing a multi-faceted workload meeting strict deadlines.
- Capability to anticipate needs, recommend options and implement solutions.
- Ability to work independently and as a team.
- Optimistic attitude and flexibility in a changing work environment.
- May require occasional travel, weekend and evening work.

Email cover letter and resume to dmuehleisen@money.org.