



# Job Description

## Communications Coordinator

**Reports To:**

Communications Director

**Position:**

Full Time

**Direct Reports:**

None

**Location:**

Washington, D.C.

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## Position Overview

The Muslim Public Affairs Council (MPAC) is seeking a creative, proactive, and motivated Communications Coordinator to join our team. Reporting directly to the Director of Communications, the Coordinator will collaborate with Washington, DC, and Los Angeles staff to craft and execute innovative communications strategies that amplify MPAC's mission and engage diverse audiences across various media platforms.

The ideal candidate is a passionate storyteller with a knack for thinking outside the box, and eager to explore new ideas and approaches. They should possess a deep understanding of digital marketing best practices, a strong creative vision, and a commitment to advancing equity and inclusion by supporting communities often marginalized by public policies and institutional practices. This is an exciting opportunity for someone looking to make a meaningful impact through storytelling and advocacy.

The Communications Coordinator will support in executing communication strategies, planning and research to enhance public awareness of MPAC positions and campaigns.

## Essential Job Functions

### Campaign Strategy (40%)

- Collaborate in the development and execution of campaigns and report on awareness, fundraising, advocacy, and event marketing campaigns.
- Support in the drafting and distribution of content (e.g. email, social media content) for mass media, org website, supporters, and followers on social media
- Support in the management of the organization-wide content editorial calendar by



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creating compelling, timely and relevant posts; stay on top of news and issues pertaining to our work.

- Liaise with media and coordinate requests for interviews, statements, etc.
- Assist in communication of strategies from senior leadership

## Community & Brand Management (40%)

- Support in the design and execution of MPAC social media (organic, paid & earned content) and email marketing strategy that increases brand engagement and grows our supporter base — with the goal of converting fans into advocates for the issues we work on.
- Elevate the content editorial calendar by collaborating with our content and design teams to create compelling, timely and relevant posts.
- Social Media: Design engaging graphics for posts, stories, and banners across platforms like Instagram, Facebook, Twitter, TikTok and LinkedIn.
- Introduce new and innovative ways to increase user engagement and fanbase through unique content on Facebook, Twitter, YouTube, Instagram and TikTok.
- Update and schedule content on social media calendar.
- Social listening across social media platforms to respond to comments and questions.
- Create engaging video content for posts across platforms like Instagram, Facebook, X, TikTok, LinkedIn, and YouTube.
- Web Graphics: Design visual elements for websites, such as banners, icons, and images that improve user experience.
- Event Materials: Create event graphics, including invitations, programs, and signage.
- Templates: Develop reusable templates for presentations, newsletters, and reports.

## Analytics (20%)

- Monitor, report on content and campaign KPIs, and longer-term trends; social media analytics; iterate and evolve strategies and tactics informed by data.

Consolidate and report on community trends, topics, and sentiment.



## Qualifications

### Qualifications and Skills

- 2-5 years of experience working in a similar or related position. Non-profit experience preferred.
- Demonstrated experience in understanding the media and communications industry.
- Ability to organize, prioritize and multitask effectively using strategic problem-solving skills and data-driven decision-making abilities
- Excellent written, communication, analytical, and collaboration skills
- Strong storytelling skills - be able to “sell” the value of our work
- Excellent verbal and presentation skills; demonstrated ability to communicate effectively with donors, staff, and a Board of Directors.
- Experienced and knowledgeable in Mailchimp, Salesforce, Google Analytics, Meta Ads, Google Ads, Fundraise Up, Wordpress, Generative AI
- Strong analytical skills to identify meaningful, actionable insights across organic, paid, and earned content
- Highly proficient in managing content calendars and engaging audiences on social
- Strategic mindset coupled with an ability to execute on the details
- Fluency in:
  - Microsoft Office Suite, Google Suite, Adobe Creative Suite (InDesign, Photoshop, Illustrator, Flash, Acrobat), basic HTML, Canva;
  - Facebook, X, Instagram, Youtube, LinkedIn, and YouTube;
  - Asana project management;
  - Basic HTML and website publishing, particularly via Wordpress (other CMS skills a plus);
  - Salesforce (other database skills a plus);
  - Photography and video creation, and editing skills are a plus.

### Mindset

- Ability to take calculated risks and pitch atypical solutions;



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- Attention to detail and a love for digital storytelling;
- Sincere and demonstrated commitment to increasing the public's understanding of Islam and improving policies that impact American Muslims;
- Be proactive, reliable, responsible and accurate with an attention to detail. Self motivated with a positive and professional approach to management;
- Ability to work in dynamic, fast-moving, high-stress environments.

## **Benefits:**

- Health, Dental and Vision Insurance, 401K, Life Insurance, Long-Term Disability Insurance

**Compensation:** \$75,000 - \$85,000, commensurate with experience

## How to apply

Please email your resume and cover letter to [hello@mpac.org](mailto:hello@mpac.org)

## About MPAC

### **Vision**

America is enriched by the vital contributions of American Muslims.

### **Mission**

MPAC improves public understanding and policies that impact American Muslims by engaging our government, media, and communities.

### **Overview**

Founded in 1988, the Muslim Public Affairs Council (MPAC) is a national public affairs nonprofit working to promote and strengthen American pluralism by increasing understanding and improving policies that impact American Muslims. Over the past 36 years, MPAC has built a reputation of being a dynamic and trusted American Muslim voice for policymakers, opinion shapers, and community organizers across the country.