



POSITION DESCRIPTION

Communications Coordinator

Job Title: Communications Coordinator

Department: Communications and Marketing

Organization: RoboNation

Supervisor: Director of Communications and Marketing

Location: Remote

Job Type: Full-time

Position Summary:

Join RoboNation as a Communications Coordinator, where you'll play a pivotal role in managing our digital presence and outreach initiatives. You'll take the reins on our social media accounts, serve as our internal webmaster, ensuring website consistency, aiding in SEO optimization, and assisting with coordinating remodels with contractors.

Your responsibilities will also encompass managing partner webinars, offering administrative support for marketing and outreach efforts, liaise with media contacts and foster external relationships, assisting with basic graphic designs for media and event materials, tracking various communication channels' performance and assisting with marketing efforts for RoboNation's programs and products.

We're seeking a proactive and collaborative individual skilled in digital communications, administration, relationship management, marketing, and basic design skills. If you're passionate about amplifying our impact in the robotics and technology realm, this role is for you.

Key Responsibilities:

Website and Digital Content Management:

- Contribute to the creation and editing of content for RoboNation's websites, ensuring accuracy, relevance, and user-friendliness.
- Publish and update content on program-specific and RoboNation websites to reflect current information.
- Support social media engagement efforts, responding to inquiries and fostering positive interactions on social platforms.
- Assist in the development and management of social media content to align with community engagement strategies.

Administrative Support and Content Creation:

- Assist in the development of written and visual content for communications, including newsletters, blog posts, social media updates, program and event materials, and promotional materials.
- Assist with administrative organization and tasks within the Communications and Marketing Department.
- Organize and maintain digital assets, schedules, and reports within the Communications and Marketing Department.
- Help liaise with community stakeholders and assist the Director of Communications and Marketing on project coordination.

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- Assist with communication-related project coordination and maintain department records for efficient operations.

Media Relations:

- Administer seamless coordination with media contacts, ensuring clear communication channels and timely responses.
- Craft compelling content for journals and articles, showcasing RoboNation's initiatives and milestones to engage and captivate our audience.
- Proactively seek and establish new media contacts, fostering relationships to expand RoboNation's media presence and coverage.

Qualifications:

- Relevant experience, bachelor's degree in Communications, Media, Business, Journalism, or related.
- Excellent written and verbal communication skills.
- Proficiency in email campaign platforms, social media management tools, and CMS tools.
- Strong organizational skills, attention to detail, and the ability to manage multiple tasks.
- Experience with graphic design, multimedia, and communication tools preferred.
- Enthusiasm for community engagement and a passion for effective communication.
- Ability to work independently in a remote setting and be available for occasional travel.

Benefits:

- Competitive salary and benefits package.
- A collaborative and dynamic work environment, despite the remote nature of the position.
- Training and development opportunities to enhance your communication and engagement skills.
- The chance to contribute to building a vibrant community, fostering relationships, and promoting RoboNation's initiatives.
- If you are a detail-oriented and passionate individual with strong communication skills and the ability to work remotely, this Communications Coordinator role at RoboNation provides an exciting opportunity to play a central role in community engagement, expansion, clear communication, and administrative support.

Working Condition:

- Exempt position under the Fair Labor Standard Act (FLSA)
- Full time employment
- Some work will be performed at event sites and other locations
- Work can be performed outside an office environment (telecommuting)
- May be required to work outside of regular working hours as needed to meet project milestones and collaborate with international partners
- Must have reliable internet access
- Domestic and International travel for RoboNation competitions will be required

About RoboNation

RoboNation is a nonprofit organization whose mission is to provide a pathway of hands-on educational experiences that empower students to find innovative solutions to global challenges. Robotics is the “sweet spot” of the broad world of STEM and our focus is to engage students in interactive efforts, provide increasingly challenging activities, and prepare them for jobs in the ever-growing world of automation and technology.

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