



**PART TIME COMMUNICATIONS COORDINATOR, ANSWER SCHOLARSHIP INC.
POSITION DESCRIPTION**

Overview:

Title: Communications Coordinator, Answer Scholarship Inc.

Address: 6420 Rea Road, Suite 112, Charlotte, NC 28277

Founded: 2006, with 501c3 established in 2016

Employees: 4 Part-Time

Hours: Part-time, contract position, 15 hours per week, remote

Reports to: CEO/ Executive Director

History:

ANSWER Scholarship is committed to advancing social and economic opportunities for women by providing college scholarship funding, mentoring and professional development to mothers of school-age children in Mecklenburg and surrounding counties. Scholars are seeking to earn a four-year undergraduate degree in their field of choice, a two-year nursing degree, or a two-year degree in CPCC's Health Care Program or IT Program.

The idea for the ANSWER Scholarship began years ago. Susan Andersen, the founder, put herself through college and was grateful to receive a four-year partial scholarship from a Charlotte organization. She vowed to give back one day to the community that believed in her. From that desire, ANSWER was born.

Many others have joined what Susan began. ANSWER has funded scholarships thanks to gifts from individuals, organizations, and houses of worship. ANSWER has aided mothers in the Charlotte region earn college degrees and become strong and self-supporting. Their children are inspired to follow their mother's example and work harder in school.

ANSWER's scholarship recipients have an average college graduation rate of 85% - more than double the average for non-traditional students.

Milestones:

ANSWER's endowment was established under the Foundation For The Carolinas. Beginning as a scholarship fund, Susan Andersen recognized the need for scholars to have access to non-academic learning and build networks to enhance their personal and professional development. In 2010 the Mentors For Mom program was established whereby each scholar is paired with a volunteer mentor to lend advice and support and help scholars achieve their educational goals. In 2014 ANSWER began offering monthly professional development workshops to help scholars identify their career goals, network and conduct an effective job search.

These programs differentiate ANSWER from the many other scholarships offered. In 2016 ANSWER Scholarship Inc. was created as a 501c3 so that ANSWER could create an organizational structure to support the expanding programs and number of scholars. While the scholarship monies are managed by the Foundation For the Carolinas, ANSWER Scholarship Inc. is responsible for all fundraising and

donor acquisition as well as managing the Governing Board and volunteers who mentor or work on one or more of the various committees.

Position Overview

The Communications Coordinator provides strategic guidance on marketing and communications plans designed to promote public awareness and understanding of ANSWER. With his/her team of communications volunteers provides oversight to the design and execution of all communications materials, including social media, and works with the approved ANSWER writer to ensure accuracy, and coordinates the use of all materials by the FFTC and other ANSWER entities.

Primary Functions

1. Develop and maintain an ongoing communications plan that contains the following elements: target audiences, messages, communications goals, tactics, and measures of success.

- Develop a communications plan based on feedback from all stakeholders which aligns key messages with each target audience.
- Whenever possible, initiate measures which help ANSWER determine the most effective communication methods and messages.
- Refine the communications quarterly based on new information and needs.

1. Encourage the dispersal of information to gain public awareness and understanding of ANSWER's mission and programming.

- Seek out opportunities to communicate to new groups and organizations.
- Develop presentations and/or other materials that ANSWER volunteers can use when in the public eye.
- Develop and maintain materials for use in all events.
- Develop and maintain materials to encourage donations.

2. Participate as possible in traditional media and social media messaging and audience cultivation.

- Identify local media and other avenues to gain public awareness and exposure.
- Develop and execute a social media plan.

Qualifications

- Bachelor's Degree from an accredited college or university.
- Background in writing for a newspaper, web site development and maintenance, social media, and/or corporate communications desired.
- Professional communication; writing skills especially important.
- Ability to work with minimal supervision and with various stakeholders, including the media.
- Social media and web content development and management.
- Microsoft office, especially PowerPoint, email, file-sharing.

How to Apply:

Applications should be addressed to Susan Andersen and include:

- -Resume with details of relevant experience/achievements
- -Cover letter that summarizes your interest in position
- -Submit application by emailing to: info@answerscholarship.org
- Application closes on May 1, 2021