

Senior Communications Coordinator
Full Time
Child Health and Development Institute of Connecticut
Farmington, CT (Hybrid)

The Child Health and Development Institute (CHDI) seeks to hire an experienced communications professional with excellent writing, digital media, and project management skills. Reporting to the Director of Communications, the Senior Communications Coordinator will assist in supporting programmatic communications and developing digital media content and strategies that advance the organization's mission and build awareness through the promotion of its core programs, priorities, and positions.

The full-time (40-hour) equivalent salary range for this position is \$72,000-\$78,000 per year with full benefits. We are open to a schedule between 35 – 40 hours per week (with prorated salary) depending on candidate preference. This is a hybrid role with a minimum of 1 day/week required in-person at our Farmington, CT office.

Job Overview

The Senior Communications Coordinator will support the Director of Communications in developing and implementing a comprehensive communications strategy that advances and builds awareness of the organization's mission, programs, and priorities, with a primary focus on *digital communications*. This includes managing the social media calendar and content, helping to coordinate (and repurpose) content for CHDI's monthly e-newsletter, developing programmatic materials, updating CHDI's website, and tracking digital communications metrics. Intellectual curiosity and a desire to learn about children's behavioral health and development issues will be critical to identifying creative possibilities and generating interest around CHDI's staff, initiatives, and achievements.

The ideal candidate will have at least five years of nonprofit communications experience, with demonstrated strong organizational, writing, editing, digital communications, design, and interpersonal skills.

Job Expectations and Responsibilities

- **Social Media:** Manage CHDI social media accounts (LinkedIn, Facebook, Instagram, Threads, BlueSky) with guidance and support from Director of Communications. Develop social media content including text, graphics, and video to promote CHDI programs and publications and engage our audience. Maintain social media calendar and schedule posts consistently (via Loomly social media management tool).
- **Content and Materials Development:** Assist in drafting content, developing messaging, and designing CHDI communications and program materials (flyers, graphics, etc.).
- **Monthly Newsletter and Email lists:** Work with Director of Communications to coordinate monthly newsletter content and draft in Constant Contact. Assist with other e-blasts as needed. Regularly maintain CHDI email list(s) following best practices.
- **Websites:** Update CHDI's website (Concrete CMS) with new publications, reports, and news, as assigned by Director of Communications. Assist with maintaining other CHDI-managed WordPress websites as needed.

- **Media Relations Support:** Serve as backup media contact when Director of Communications is unavailable. Assist with tracking media coverage and maintaining press list. Follow relevant reporters on CHDI social media accounts.
- **Digital Communications Metrics:** Assist Director of Communications with monitoring and reporting on a variety of communications metrics (primarily for social media and email marketing).
- **Professional Development:** Keep up with shifting digital communications best practices (particularly related to social media and email marketing) by completing regular professional training and networking on related subjects.
- **Other:** Assist with other CHDI communications activities on an “as needed” basis. This may include providing support for CHDI events, working with external contractors providing support to the communications department, updating staff/internal communications resources, and other activities.

Job Qualifications

- A minimum of five years of experience in nonprofit communications or closely related field. Experience managing organizational social media accounts and email marketing tools is required.
- Bachelor’s degree in related field preferred (additional years of related experience may be substituted for educational requirement).
- Ability to take initiative, prioritize, and work independently as well as in collaboration with staff across the organization
- Excellent writing, editing, and proofreading skills and an eye for design
- Demonstrated ability to distill complex issues and technical language into accessible and compelling messaging for a variety of audiences and stakeholders
- Strong interest in CHDI’s mission of improving children’s behavioral health systems, policies, and practices
- **Proficiency required in:** Microsoft Office, Canva, website content management (we use Concrete and WordPress; however, experience using other CMSs may be transferable), Constant Contact (or similar email marketing program), social media analytics
- **Proficiency/familiarity helpful (but not required) in:** Google Analytics, Adobe InDesign, Loomly (or similar tool), basic video editing, project management tools (e.g., Planner, Trello), SharePoint, social media advertising

Compensation & Benefits

The full-time (40-hour) equivalent salary range for this position is \$72,000 - \$78,000 per year with full benefits. We are open to a schedule between 35 – 40 hours per week depending on candidate preference, with FTE salary prorated based on hours scheduled. Final compensation will be determined based on the qualifications of the candidate and includes a generous benefits package including a 403b retirement plan with company contribution of up to 10%; CHDI pays 85% of medical/dental insurance premiums including dependents; 9 paid holidays, up to 22 paid time off days, additional paid sick time off, and more.

This is a hybrid role with a minimum of 1 day/week required in-person at our Farmington, CT office.

Child Health and Development Institute of Connecticut

The Child Health and Development Institute (CHDI) is an independent, non-profit organization located in Farmington, CT. CHDI is dedicated to improving the behavioral health and well-being of children in Connecticut and beyond by providing policymakers, providers, educators, and partners with a bridge to better and more equitable systems, practices, and policies. Our work includes quality improvement, data analysis and research, evaluation, consultation, training, and technical assistance.

CHDI's core values of anti-racism, respect, accountability, collaboration, and equitable action have been intentionally and collaboratively designed to reflect the culture we strive to embody and the ways that we approach our work. We aspire to uphold these values in order to transform our organization as well as the systems, practices, and policies that promote the health and well-being of children.

CHDI is an equal opportunity employer. It's our policy to provide equal opportunity to qualified individuals, at all levels of employment, regardless of race, color, religious creed, age, sex, gender identity or expression, marital or civil union status, national origin, ancestry, present or past history of mental disability, intellectual disability, learning disability, physical disability, including, but not limited to, blindness, military service, veteran status, pregnancy, genetic information, or sexual orientation. This commitment to equal opportunity applies to decisions related to all aspects of employment.

In 2022, 2023, 2024, and 2025, CHDI was named one of the **Best Places to Work in Connecticut** by the Hartford Business Journal. **We are currently operating in a flexible, hybrid work environment with the expectation that employees work from our Farmington, CT office at least one day per week.** Therefore, candidates should reside within commutable distance of Farmington.

How to Apply

To apply, click the "apply" button from this post or copy & paste the following URL:

<https://childhealthanddevelopmentinstituteofconnecticut.applytojob.com/apply/a1ZeARTZUj/Senior-Communications-Coordinator>

Please upload (1) Detailed cover letter summarizing your interest and qualifications for the position, (2) Resume, and (3) three professional references. In addition, please provide three work samples of past communications work, ideally representing different media types and/or skill areas (e.g., press releases, social media copy + graphic, blog posts, web copy, etc.) using links or in Word or PDF format.

**NOTE: the job application form may limit you to one document upload. You may either copy & paste your cover letter into the text field provided and upload your resume or combine your cover letter and resume into a single PDF or Word document before uploading.*

Applications will be considered on a rolling basis until the position is filled, with priority for applications submitted by 10/31/2025. The position is contingent upon continued funding.

CHDI is an equal opportunity employer and acknowledges this in its solicitations or advertisements for employees. It is our policy to provide equal opportunity to qualified individuals, at all levels of employment, regardless of race, color, religious creed, age, sex, gender identity or expression,

marital or civil union status, national origin, ancestry, present or past history of mental disability, intellectual disability, learning disability, physical disability, including, but not limited to, blindness, military service, veteran status, pregnancy, genetic information, or sexual orientation. This commitment to equal opportunity applies to decisions related to all aspects of employment, including recruiting, hiring, training, selection, promotion, development, compensation, and the terms, privileges, and conditions of employment.

Terms and Conditions of Employment

Please note: CHDI requires applicants to have current legal authorization to work in the United States and is unable to sponsor applicants for work visas. The successful candidate's employment is contingent upon the successful completion of a pre-employment criminal background check.

For more information about the Child Health and Development Institute, visit www.chdi.org.