

## **Newsletter & Web Content Coordinator**

### Position Overview

The Newsletter and Web Content Coordinator is instrumental in supporting FYF's outreach, storytelling, and community engagement efforts. This volunteer will take the lead in coordinating the monthly digital newsletter and updated and relevant website content. The role helps ensure our digital presence remains current, varied and engaging.

The ideal candidate combines strong writing and editing skills, basic technical know-how and an organized, collaborative mindset. This individual will work closely with the Communications and Marketing team, especially the Website Development Volunteer.

### Responsibilities

#### 1. Newsletter Development & Coordination

- Set up, format, and schedule newsletters using the MailerLite platform.
- Maintain and update mailing lists, ensuring audience segmentation and accuracy.
- Collaborate with staff and volunteers to gather content, images, and stories for each issue.
- Edit content for clarity, consistency and tone aligned with FYF's voice; write stories as needed.
- Monitor open rates, click rates, and other performance metrics to recommend improvements.

#### 2. Website Content Development & Maintenance

- Support content development for sections of the FYF website that require regular updates, including: Our Latest Happenings (home page), donors, success stories, impact data, partnership descriptions, our team and more.
- Collaborate with staff to gather updated information and translate it into clear, audience-friendly web content.
- Review website content periodically to identify areas that need refreshing, clarification, or alignment with current messaging.

#### 3. Blog Coordination

- Develop a Blog strategy and timeline for rollout (this will be a new section of the website with stories that are more in-dept than our newsletter and will include content submitted by a range of voices).
- Maintain a blog content calendar to track topics, authors, deadlines, and publication dates.
- Work with staff, volunteers, and program leads to identify story ideas, impact highlights, and timely topics.
- Coordinate the planning, drafting, editing, and publishing of blog posts on the FYF website.
- Edit blog submissions for readability, accessibility, and alignment with FYF messaging.
- Ensure blog content is repurposed or highlighted through newsletters and other digital channels when appropriate.

### Deliverables

- A consistent and on-time monthly newsletter with measurable engagement.
- Updated website content for designated sections on a recurring basis.
- Regularly published blog content aligned with FYF priorities and storytelling goals.
- A maintained content calendar for newsletters, blog posts, and website updates.
- Brief monthly summaries highlighting content performance, insights, and recommendations.
- Active participation in Communications & Marketing Team meetings, including up to one in-person meeting per quarter.

### Reporting

The Newsletter & Web Content Coordinator works closely with the Communications and Marketing team and reports to the Incoming CEO/Executive Director.