
Communications Coordinator

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OUR MISSION & VISION

BICSI is a global professional association with the mission to advance the information and communications technology (ICT) profession. Our vision is to be the preeminent ICT global authority with focused values in integrity, service, and excellence.

SUMMARY

The Communications Coordinator serves as a strategic project manager and marketing generalist within the Marketing and Communications Department. This role supports integrated marketing and communications initiatives across BICSI's business units by coordinating the development and execution of marketing campaigns, managing content production workflows, and supporting brand-aligned messaging across digital platforms. The ideal candidate is highly organized, detail oriented, and able to manage multiple projects and internal clients while also contributing to the development of compelling content.

SUPERVISORY ROLE

Supervises no employee(s).

DUTIES/RESPONSIBILITIES

To perform this job successfully, an individual must be able to execute each essential duty satisfactorily. Reasonable accommodation may be provided to enable qualified individuals with disabilities to perform these functions:

- Work with the Marketing & Communications team to develop and execute communication plans to promote the organization's mission, vision, and initiatives.
- Maintain a content calendar to ensure timely testing and delivery of mass communications materials and content.
- Organize and prioritize multiple projects, devise a schedule of work to meet deadlines, and ensure the timely completion of all content-related tasks. Create and curate content for the organization's website, social media channels, email, and newsletters.
- Coordinate end-to-end execution of marketing projects, ensuring all deliverables are aligned with timelines, brand guidelines, and organizational goals.
- Maintain and manage project timelines, deliverable schedules, and content calendars to ensure campaign milestones are met.
- Collaborate with the Marketing Campaign Manager and a broader team to support internal client needs and prioritize work in a fast-paced, deadline-driven environment.
- Act as a liaison between the Marketing & Communications team and internal departments to facilitate the review, feedback, and approval process for marketing deliverables; ensure alignment with objectives, gather stakeholder input, and coordinate revisions to keep projects moving efficiently and on deadline.
- Support the development of marketing collateral, such as articles, infographics, guides, and social media posts, to drive brand awareness, membership, sales leads, and subscriber growth.
- Manage vendor relationships and workflows to ensure the timely production of marketing materials such as brochures, swag, and BICSI Gear.
- Assist in developing marketing collateral (i.e., articles, infographics, guides, social media, etc.) that drive memberships, sales leads, subscriber growth, and brand awareness.

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- Serve as primary Marketing & Communications coordinator for BICSI's charitable organization, BICSI Cares.
- Perform other duties as assigned.

REQUIRED SKILLS/ABILITIES

- Strong project management and organizational skills: Proven ability to manage multiple projects and prioritize tasks in a dynamic environment, ensuring campaigns and communications are executed within tight deadlines and with limited resources.
- Ability to effectively collaborate with cross-functional teams: Skilled in working closely with other departments to create aligned, mission-focused content that supports organizational goals and brand messaging.
- Strong writing, editing, and content creating skills: Ability to produce clear, engaging content that resonates with members, stakeholders, and the broader community.
- Adaptable and able to stay updated with marketing trends: Flexible and proactive in learning new tools, platforms, and industry trends to keep content strategies current and effective.

Computer Skills:

To perform this job successfully, one should have:

- Proficiency with project management tools (e.g., Monday.com, Jira)
- Experience with social media management tools (e.g., Loomly)
- Familiarity with CMS platforms (e.g., Sitefinity, WordPress)
- Experience with email marketing software (e.g., Informz)
- Basic graphic design tools (e.g., Canva, Adobe® Creative Suite)
- Understanding of Google Analytics™ and other data analysis tools (e.g., Power BI)
- Generally Strong PC Skills:
 - Competence in internet research, file management, and using virtual collaboration tools (e.g., Zoom, Microsoft® Teams)

Math Ability:

Ability to calculate figures and amounts such as discounts and percentages.

Communication Skills:

Excellent written and verbal communication skills, with an ability to create compelling content for various channels and audiences.

TRAVEL

20% (primarily by air): Travel to BICSI conferences or events. Must be able to obtain a U.S. passport.

EDUCATION AND EXPERIENCE

- Bachelor's degree in communications, marketing, or a related field preferred.
- 2-3 years of experience in communications, marketing, or public relations, preferably in a nonprofit or association environment.

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- Knowledge of media relations and experience drafting press releases and media alerts.
- Familiarity with social media platforms and email marketing tools.
- The ability to develop content that provokes engagement.
- Experience producing content for the web specifically, as well as channel-specific knowledge.
- Experience building audiences either online or offline.
- Ability to be both highly creative but also process driven, able to scale and rely on data to make decisions.
- Ability to work independently and as part of a team, with a collaborative approach to problem-solving.
- Strong project management skills, including the ability to handle multiple projects simultaneously and meet deadlines.
- Portfolio of Work: Demonstrated ability to produce high-quality content across various platforms (e.g., social media, websites, email marketing) is essential.

PHYSICAL REQUIREMENTS

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

The regular work schedule is 40.0 hours per week (Monday-Friday; daytime) and may require additional hours/overtime, as necessary. Must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus and ability to match or detect differences between colors, including shades of color and brightness. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use fingers and hands or feel and reach with hands and arms. The employee is occasionally required to stand and walk. The work environment is as follows: professional office environment; the noise level in the work environment is usually moderate.

COMPETENCIES

To perform the job successfully, an individual should demonstrate the following:

Analytical – Collects and researches data; Uses intuition and experience to compliment data; Designs workflows and procedures.

Problem-Solving – Identifies and resolves challenges in a timely manner; Develops alternative solutions; Works well in problem-solving situations; Uses reason even when dealing with emotional topics.

Project Management – Potential to coordinate projects; Communicate changes and progress and manage project team activities; Complete projects on time.

Customer Service – Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to other ideas and tries new things.

Oral Communication – Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates in meetings.

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Teamwork – Balances individual responsibilities; Exhibits objectivity and openness to others' views; gives and welcomes feedback; Contributes to building a positive team spirit.

Change Management – Builds commitment and overcomes resistance; Supports those affected by change with a positive attitude.

Leadership – Exhibits confidence in self and others; Inspires respect and trust; Accepts feedback from others; Displays passion and optimism.

Quality Management – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

Cost Consciousness – Works within budget; Conserves organizational resources.

Organizational Support – Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.

Adaptability – Adapts to changes in the work environment; Manages priorities and competing demands; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality – Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability – Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.

Initiative – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation – Meets challenges with resourcefulness; Generates suggestions for improving work; Presents ideas and information in a manner that gets others' attention.

Judgment – Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation – Sets and achieves challenging goals; Demonstrates persistence; Measures self against standard of excellence.

Planning/Organizing – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources when necessary; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism – Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration; Performs with integrity.

Quality – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity – Meets or exceeds productivity standards; Completes work in timely manner; Strives to increase productivity.