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Communications & Community Engagement Coordinator

Chabad Waterloo

Overview

Chabad Waterloo is seeking a communications professional to strengthen community engagement, increase event participation, and build awareness of its programs, services, and impact. The role combines communications planning, content creation, social media management, event promotion, and community storytelling. Working closely with the Executive Director and program leaders, this individual will help develop a coordinated communications approach and lead its day-to-day execution.

Primary Objectives

- Increase event attendance through consistent, timely, audience-specific promotion.
- Increase community support by demonstrating Chabad's impact and strengthening relationships with community members, supporters, and potential donors.
- Build brand awareness and connection by communicating Chabad's values, programs, and contributions to the community.

Key Responsibilities

Event Communications

- Coordinate event information across seniors, youth, campus, and community programs.
- Create consistent branded promotional materials and manage registration setup.
- Promote events 4–5 weeks in advance with scheduled reminders and clear audience, purpose, and logistical details.
- Capture and publish event highlights through photography, video, and reels.

Community Storytelling and Brand Awareness

- Identify stories demonstrating Chabad's impact on individuals and the broader community.
- Communicate Chabad's values, mission, and contributions to build connections with community members and supporters.
- Maintain consistent messaging and visual branding.

Educational Content

- Work with the Executive Director to identify content from classes and teachings.

- Edit and adapt educational material into short-form videos, social posts, and written content.

Social Media and Content Management

- Manage Instagram and Facebook channels and establish an integrated editorial calendar.
- Create, edit, schedule, and publish content; establish a centralized photo, video, and graphics library.
- Monitor engagement and report on performance.

Communications Planning and Coordination

- Collaborate with leadership on an annual communications plan.
- Lead regular weekly planning meetings and proactively gather content from stakeholders.
- Develop efficient workflows, templates, and performance reporting.

Initial 90-Day Priorities

Timeline	Key Deliverables
Days 1–30	Review channels and materials; meet program leaders; assess event communications; establish weekly planning and an initial content calendar.
Days 31–60	Implement event promotion processes; develop branded templates; create a shared asset library; begin regular storytelling and educational content.
Days 61–90	Refine the annual plan; establish baseline metrics; assess workload and resources; recommend next-quarter priorities.

Success Measures

- Event registrations, attendance, and participation trends.
- Social media reach, engagement, and audience growth.
- Website traffic and engagement with program information.
- Consistency of community storytelling and educational content.
- Community inquiries, supporter engagement, and other expressions of support.

Role Structure and Considerations

- Reporting: Works directly with the Executive Director and collaborates with program leaders.

- Work arrangement: Part-time hours to start, based on workload; some planned evening and weekend flexibility may be required.
- Autonomy: Close leadership collaboration initially, with greater independence as performance and trust develop.
- Compensation: Market-aligned based on experience, scope, and weekly hours.

Reference Channels

Chabad Waterloo Website

Community Instagram

Student Instagram

Facebook