



# COMMUNICATIONS COORDINATOR



Full time - Exempt



# ABOUT NAF

Ataxia is a rare neurological disease affecting tens of thousands of people in the US and many thousands more around the world. It is progressive, affecting a person's ability to walk, talk, and use fine motor skills.

The National Ataxia Foundation (NAF) was established in 1957 to help persons with Ataxia and their families. Our mission is to accelerate the development of treatments and a cure while working to improve the lives of those living with Ataxia. NAF's vision of a world without Ataxia will be accomplished through our primary programs of funding Ataxia research, providing vital programs and services for Ataxia families, and partnering with pharmaceutical companies in the search for treatments and a cure. We work closely with the world's leading Ataxia researchers and clinicians, promoting exchanges of ideas and innovation in Ataxia discovery.

## Company Profile

**Location**  
Minneapolis, MN

**Size**  
22 staff members

**FY 2025 Revenue**  
\$13.2 million



## VISION

A world without Ataxia.

## MISSION

To accelerate the development of treatments and a cure while working to improve the lives of those living with Ataxia.

**ENSURING THAT NO ONE EXPERIENCES ATAXIA ALONE, UNTIL NO ONE EXPERIENCES ATAXIA, PERIOD.**

## Core Values

NAF's values are grounded in our passion and empathy for the Ataxia community.

- **Caring** – We respect one another and those living with Ataxia.
- **Motivated** – We use our passion to inspire our community to act NOW!
- **Collaborative** – We evolve together and support each other to achieve our mission.
- **Impactful** – We listen to our members to build creative, meaningful programs.
- **Accountable** – We are transparent in our words, actions, and results.





## FISCAL YEAR 2025 HIGHLIGHTS

- **\$3.3M+** spent on research and drug development initiatives
- **\$1.2M+** spent on education and support programs
- **80%** of our expenses **directly support** the programs we offer
- **18 Ataxia research grants** awarded
- **674 local support group meetings** hosted
- **99 advocacy meetings** with members of Congress
- **41 clinicians trained** at NAF's Ataxia Clinical Training
- **43 NAF Ataxia Centers of Excellence** around the world

## WAYS WE FULFILL OUR MISSION





# POSITION DETAILS



## Communications Coordinator

Reports to Vice President of Communications  
Full Time, Exempt

## Compensation

**\$58,000 to \$63,000**

## Location

Most work is performed remotely. Applicants must have reliable internet service from their location and be based in the Twin Cities area.

## Position Summary

The Communications Coordinator works with the communications team to implement strategies to promote the mission, vision, and activities of the organization through various communication channels. In addition, this role is responsible for providing general administrative support for the organization.

This role is ideal for a detail-oriented, proactive marketer who can translate complex information into clear, engaging content. The Coordinator works collaboratively with internal teams to lead marketing efforts for assigned departments, using strong organizational, storytelling, and technical skills to support program and fundraising goals.

## Qualifications

### Required

- Associate or bachelor's degree in marketing, communications, or related field.
- 3+ years of experience planning, developing and executing marketing content for an organization.
- Ability to translate mission-driven work into clear, compelling stories that engage donors, participants, and the broader community.



## Qualifications

### Required (continued)

- Experience with graphic design principles and best practices, with proficiency in tools such as Canva, Adobe Creative Suite, or similar platforms.
- Ability to edit and produce simple, engaging video content using platforms such as Adobe Premiere, Canva, or similar tools
- Excellent written and verbal communication skills in English.
- Strong organizational skills and attention to detail.
- Ability to manage multiple tasks and meet deadlines.
- Ability to work independently in a remote environment.

### Preferred

- Strong proficiency in Microsoft Word, Excel, PowerPoint, and Outlook.
- Experience with Zoom (meetings, webinars, breakout rooms, screen sharing, recordings).
- Experience in nonprofit, rare disease, neurology, or chronic illness communities is an asset.
- Experience collaborating with cross-functional teams to plan and execute marketing initiatives.
- Understanding of fundraising and donor communications, including appeals, campaigns, or stewardship content.
- Experience developing content for multi-channel campaigns (email, social media, web) with a cohesive message.



## Core Competencies

To be successful in this role, candidates should possess the following skills:

- **Empathy and Compassion** – Passionate about enhancing the quality of life for individuals and families impacted by Ataxia. Exhibits a keen ability to empathize with others, approaching all interactions with kindness and a deep concern for the well-being of the Ataxia community.
- **Ownership and Accountability** – Takes responsibility for assigned projects and follows through to completion. Proactively identifies next steps, communicates progress, and ensures work aligns with timelines and expectations.



## Core Competencies (continued)

- **Collaboration** – Works effectively with cross-functional teams to understand needs, align on priorities, and execute marketing efforts that support organizational goals.
- **Strategic Thinking** – Understands how individual projects contribute to broader organizational goals and adapts content and approach to support those objectives.
- **Adaptability** – Able to shift priorities, manage changing needs, and remain effective in a fast-paced, evolving environment.
- **Communication** – Clear, professional writing and the ability to communicate effectively with staff and stakeholders.
- **Interpersonal** – Has the ability to engage professionally and effectively with both colleagues and members of the Ataxia community, fostering positive interactions.
- **Cultural** – Demonstrates a deep respect for diversity in all its forms, including race, ethnicity, gender identity, sexual orientation, socio-economic status, age, physical ability or disability, and religious or political beliefs.
- **Organization** – Ability to track multiple tasks, manage timelines, and maintain accurate documents.
- **Technical** – Comfortable using and learning digital tools, platforms, and analytics systems relevant to communications and marketing.



## Key Responsibilities (continued)

### Department Marketing Strategy & Partnership

- Develop a strong understanding of assigned departments' goals and translate them into effective marketing approaches.
- Partner with internal and external stakeholders to plan and execute marketing efforts that support program, fundraising, and engagement objectives.
- Proactively identify opportunities to promote initiatives, tell impactful stories, and increase visibility of NAF programs.
- Anticipate needs and bring forward ideas that align marketing efforts with organizational priorities.



## Key Responsibilities (continued)

### Digital Marketing & Campaign Execution

- Support and execute multi-channel marketing campaigns, ensuring consistency across platforms.
- Coordinate content scheduling and publishing in alignment with the organizational marketing calendar.
- Monitor timelines and ensure deliverables are completed accurately and on schedule.
- Apply basic performance insights (e.g., email or social metrics) to inform content decisions and improvements.

### Content Creation & Storytelling

- Create compelling, mission-driven content across channels including email, social media, website, and print materials.
- Translate complex or programmatic information into clear, engaging messaging for a variety of audiences.
- Ensure all content aligns with NAF's brand voice, tone, and messaging standards.
- Collaborate with team members to gather stories, testimonials, and program highlights that demonstrate impact.

### Video Production & Visual Content

- Lead basic video editing and production efforts for the organization, creating engaging video content for digital platforms.
- Collaborate with staff to plan, edit, and finalize video projects that support marketing and program goals.
- Ensure visual content follows brand standards and accessibility best practices.

### Communications Administrative Support

- Provide backup support for the Communications Associate, including answering phones, responding to general inbox inquiries, and processing internal communications requests.
- Coordinate with internal teams to gather necessary information, confirm timelines, and ensure clarity on deliverables.

### Additional Duties

This is a remote position, with occasional travel. If the applicant does not live in the Minneapolis/St. Paul area, quarterly travel will be required. All travel expenses are paid. Reasonable accommodation will be made for individuals with disabilities to perform essential job functions.



## Benefits Offered

- Medical, Dental and Vision Insurance
- Healthcare flexible spending accounts, FSA or HSA
- Employer-paid basic term life insurance
- Short-term and long-term disability
- Paid parental leave program
- Sick Leave, earn up to one day per month
- Vacation, 15 days per year (20 days after 5 years of service)
- 9 paid holidays plus annual office closure between Christmas and New Year's
- 401(k) plan with employer match



## How to Apply

To apply, email your cover letter and resume to **Stephanie Lucas** at [stephanie@ataxia.org](mailto:stephanie@ataxia.org). Please note "Communications Coordinator" in the subject line.

### **EEOC Statement**

NAF is committed to equal employment opportunity. We do not discriminate in recruitment, hiring, or any other employment practices for reasons of race, color, gender, religion, national origin, gender identity, age, sexual orientation, marital or veteran status, disability, or any other legally protected status.