



ADOPTION COMMUNICATION COORDINATOR

Position Overview

The position of adoption communication coordinator directly reports to the President and CEO of National Council For Adoption and will also work closely with a to-be-formed advisory committee/coalition on positive-adoption outreach. This position is tasked with developing, overseeing, and implementing communications that advance accurate and positive information about adoption.

Description of Responsibilities

- Align communication strategy and platforms with goals identified by advisory committee, addressing anti-adoption rhetoric with cogent, fact-based response.
- Draft social media content, including white-labeled content for use by others.
- Draft op-ed and other opinion or story-based articles for dissemination.
- Work with adoptees, birth parents, and others involved in adoption community to share their stories.
- Identify research-gaps where data/research can be used to help address myths and misunderstandings about adoption.
- Utilize media platforms to raise public awareness about the importance of permanent families for vulnerable children.
- Identify and implement education for key targets that can improve communication initiatives.
- Provide support for other communication needs for NCFA staff and advisory coalition members, such as presentation slides, one-pagers, graphics, signage, and reports.
- Fielding congressional office inquiries on adoption issues and relevant legislation to improve adoption policy.
- Coordinate National Adoption Month material/messaging for NCFA and white-labeled material/messaging for advisory coalition members' use.
- Other duties as assigned.

Skills and Experience Required

- Knowledgeable about adoption.
- Proficient in MS Office Suite.
- Proficient in social media management including Meta and LinkedIn.
- Proficient written and oral communication skills.
- 3+ years in a role with communications and/or media involvement.

Send your resume and cover letter to ncfa@adoptioncouncil.org to apply.