



NEWSLETTER/INTERNAL COMMS TEAM LEAD

The Newsletter & Internal Communications Team Lead is responsible for crafting and managing all internal communications and email newsletters for Ad 2 Orlando.

The ideal candidate is a clear and concise writer who can translate updates, events, and opportunities into engaging content for members and stakeholders. They understand the importance of tone, timing, and relevance in communication, and are passionate about keeping members informed and connected. This person is organized, deadline-driven, and collaborative.

Reports to: Communication Director

Requirements

- Strong writing and editing skills, with attention to detail
- Experience with email marketing platforms (Mailchimp)
- Understanding of email design and layout best practices
- Ability to communicate clearly and concisely across diverse audiences
- Strong organizational and time management skills
- Familiarity with analytics tools to track email performance
- Passion for internal communication and member engagement

Responsibilities

- Craft email blast copy and request graphics from Graphics Team for newsletters and internal communication
- Generate, edit, publish, and share engaging content
- Maintain audience lists to align with current membership and volunteer lists
- Assist with internal announcements, recaps, and member-facing updates
- Track and report on email metrics to improve future campaigns