



JOB TITLE: Associate Director of Marketing
REPORTS TO: Senior Director of Development
HOURS: Full Time, requires some evening and weekend hours

ORGANIZATION OVERVIEW:



For more than 40 years, Youth Communication has worked with youth through a comprehensive youth development program focused on teen journalism and educational publishing. We publish true stories by teens that are read by hundreds of thousands of youth in New York and around the country. These stories are uniquely compelling to peers who do not see their experiences reflected in mainstream reading materials.

Youth Communication uses these powerful, teen-written stories to provide professional development to help educators and youth workers engage young people.

Our literacy-rich training model helps teachers, after-school workers, counselors, and other professionals to *connect with the teens* they serve and build their social and emotional learning skills. Since 1980, Youth Communication has created resources for over 35,000 educators, reaching more than two million young people.

ORGANIZATIONAL GOALS:

Our goal over the next four years is to significantly increase the reach of our story-based approach to the highest needs students in NYC and across the country. By 2025, Youth Communication (YC) will be established as a national education services organization, bolstered by a financially sustainable revenue model that blends both philanthropic and earned revenue. YC will be a household name in the education sector and be known for its work amplifying youth voices, its award-winning SEL-centered curriculum, and professional development for educators.



POSITION DESCRIPTION:

We are searching for a full-time, professional Associate Director of Marketing to lead communications for the organization and implement campaigns specific to the development, education, and professional development departments. The Associate Director of Marketing will be responsible for overall communication efforts.

PRIORITIES:

- **BUILD YC BRAND AWARENESS:**

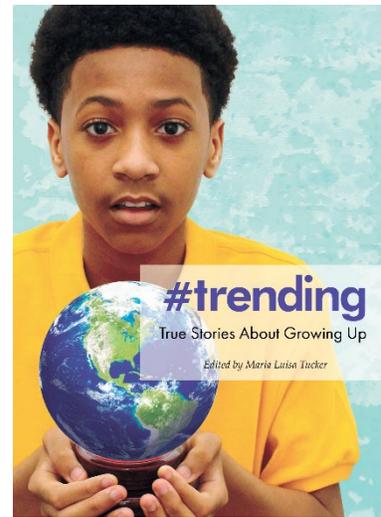
In collaboration with Editorial, Education, Business Dev, and Development: Plan and distribute relevant content (stories, writer recruitment, news about YC) to cultivate target audiences

- **GENERATE LEADS FOR EDUCATOR PARTNERSHIPS:**

In collaboration with Business Development and Education: Plan and distribute relevant content (stories, educator resources, partnership opportunities) to engage educators in and outside of NYC

- **ADVANCE EFFORTS TO SECURE NEW AND INCREASED FUNDING:**

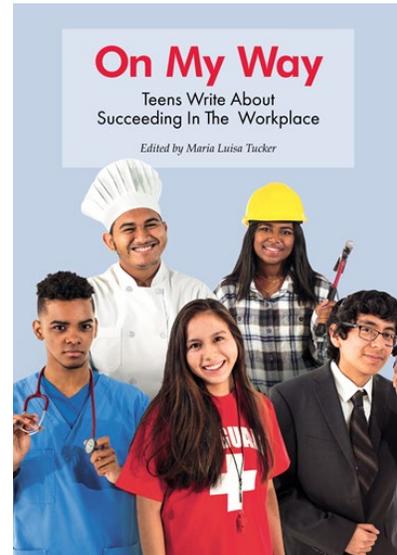
In collaboration with Development: Plan and distribute relevant content (stories, news about YC) to engage and cultivate donors



RESPONSIBILITIES:

- Work closely with the Executive Director, Senior Director of Development, and Director of Business Development to set marketing and communications strategy, timelines, goals, and KPI's
- Develop brand management through creating content for and maintaining all externally facing communications and channels
- Increase awareness and publicity/PR to drive traffic to and increase donations/ sales for YC
- Communicate closely with the different departments to collect stories and other content to implement seasonal marketing strategy and campaigns
- Create marketing collateral and coordinate required assets (photos, curriculum samples, product descriptions, testimonials, Story of the Week emails, Foster Care Award Ceremony collateral, Fundraising/Sales collateral, etc.)
- Oversee the creative development and execution of campaigns and events with the fundraising and program teams

- Supervise marketing and communications manager responsible for implementing social media strategy to engage influencers and partners with specific goals of increasing followers, clickrates, and conversion to donations/sales.
- Manage universe of contacts in Salesforce and other communications channels (email, social media)
- Manage the internal organizational processes for external communications
- Oversee development of digital, print, and electronic marketing materials and public relations internally and with local vendors and partners. Lead and manage vendor engagements to create or procure necessary assets (filmmaker, website developer, photographer, graphic designer)



QUALIFICATIONS:

- Shares our passion for amplifying youth voices and has extensive knowledge of nonprofit and education sectors
- 5 or more years of management experience in marketing or communications roles preferably with a nonprofit or social enterprise
- Proficient in digital marketing and best practices in building engagement and conversions (sales and fundraising)
- Creative marketing instinct, with a critical and discerning eye towards messaging and design
- Superior project management skills on marketing campaigns and events, both large and small
- Meticulous organization with ability to prioritize and manage multiple projects simultaneously
- Willingness to embrace analytics and provide quarterly reports with eye towards pivoting where necessary to achieve strategic goals
- Excellent interpersonal, verbal, and written communication skills
- Proficiency with Microsoft Office, Salesforce, MailChimp, and WordPress. Ability to use Lately, Trello, and/or other project management tools preferred

SALARY: \$70-85,000

BENEFITS: In addition to mandated benefits (Social Security, disability, etc.), Youth Communication offers the following benefits: healthcare insurance, 403-b pension plan; flexible spending; 11 paid holidays; 15 days of vacation (accrued); 6 sick days. A flexible or less than full-time work schedule could be accommodated for the right candidate.

COVID: The office has been operating on a hybrid model with a mix of work-from-home/in-person.

OUR COMMITMENT TO DIVERSITY, EQUITY & INCLUSION:

YC’s mission is to elevate the voices and center the experiences of NYC teens. Through cultivating and disseminating their stories in magazines, curriculum and professional development, we engender more supportive environments for young people who are most disconnected from opportunity, develop their own sense of agency, and cultivate more belonging among youth-centered communities. Furthermore, our direct and indirect youth development work primarily impacts young people of color. We are much better able to serve those young people when our staff reflects their experiences and identities.

With this in mind, Youth Communication recognizes the importance of diversity and strives to recruit, retain, and develop the talents of a team that reflects the rich diversity of the young people we serve.

At Youth Communication, diversity encompasses not only race, ethnicity, gender, and sexual orientation, but also age, educational background, class, and cultural and political perspectives. Youth Communication is an equal opportunity employer. Candidates and applications will receive consideration without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, veteran status, or any other characteristic protected by applicable federal, state, or local law. YC is committed to a culture of inclusivity on every level of the organization. We welcome a diversity of backgrounds, experiences, and viewpoints; encourage initiative; and recognize the contributions of all our employees.

Read more about what to expect during the hiring process on our website:

<https://youthcomm.org/wp-content/uploads/Hiring-Process.pdf>



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