



<b>Job Title</b>	Communications and Advocacy Manager, QUALITYstarsNY
<b>PVN ID</b>	VA-1804-002464
<b>Category</b>	Managerial and Professional
<b>Location</b>	OFFICE OF SR. UNIV DEAN FOR ACADEMIC AFFAIRS
<b>Department</b>	OAA - PDI
<b>Status</b>	Full Time
<b>Annual Salary</b>	\$50,000.00 - \$60,000.00
<b>Hour(s) a Week</b>	35
<b>Closing Date</b>	Jul 26, 2018 (Or Until Filled)

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## General Description

The New York Early Childhood Professional Development Institute is a fast-paced, dynamic public/private partnership that exists to drive the excellence of services designed for young children through research, policy, and practice. The ideal candidate will be a productive member of our team and will possess a genuine interest in furthering the work of the organization.

The Communications and Advocacy Manager will provide key support in the implementation of QUALITYstarsNY, New York's Quality Rating and Improvement System, one of the major projects coordinated by the Institute. S/he will work closely with all members of the QUALITYstarsNY team to execute multi-pronged communications strategies via messaging development for digital and print communications, media and outreach efforts and advocacy campaigns. S/he will liaise with stakeholders to further the mission of QUALITYstarsNY and to expand its reach across the state. The Communications Manager will report to the Project Director and be a part of the QUALITYstarsNY Leadership Team to support the achievement of short-range and long-range goals.

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## Other Duties

- Develop and oversee the implementation of a yearly strategic communications plan, detailing internal and external communications to further QUALITYstarsNY's mission and to promote the impacts of the project to improve the quality of early childhood programs for children, families and communities.
- Spearhead advocacy campaigns directed towards elected officials and other policy makers to increase the reach of QUALITYstarsNY across the state.
- Oversee the content development of the website to ensure consistency of messaging and analyze data to enhance the user experience.
- Develop and maintain a presence on social media platforms to raise QUALITYstarsNY's visibility and to

build public support and engagement.

- Strengthen media relations, including researching and maintaining a list of relevant media outlets to disseminate press releases.
- Compose ongoing written communications, including funding reports, advocacy letters, newsletters, press releases, grant proposals, outreach materials, and e-mail blasts by creating visually compelling data stories.
- Analyze data from telephone calls received via the hotline and emails received via the customer service platform to identify trends and issues to ensure clear and consistent communications.
- Coordinate logistical details related to QUALITYstarsNY's participation at conferences, meetings and other public engagement events.
- Help promote the work of QUALITYstarsNY by helping to staff exhibits at various engagements, such as conferences and meetings.
- Coordinate responses with the Project Director to requests for information from the public, including media or research institutions.
- Contribute as an active member of the Institute's communication workgroup.

*Undertake additional assignments at the discretion of the Project Director or her designee.*

## Qualifications

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Minimum requirements for the position:

- A Bachelor's degree.
- At least 3 years of experience in communications, advocacy, public relations, development or related field. Prior experience in the early childhood field is preferable.
- Excellent oral, written and presentation communication skills.
- Strong project management skills with attention to detail to coordinate and evaluate large-scale projects with multiple partners.
- Experience with content development for website and various social media channels.
- Proficiency in Microsoft Office (Word, Excel and PowerPoint) and general fluency with various technology tools and platforms.
- Experience with design software such as InDesign, Adobe Illustrator or Photoshop is preferred.
- Ability to use or learn an online communications ticketing system.
- Ability to use or learn email-marketing tools.
- Ability to travel, including overnight.

*In addition to meeting the minimum requirements, the Communications Manager position also calls for someone who possesses the following qualities:*

- Flexible and innovative thinker.

- Strong relationship-building skills, including a sense of humor.
- Comfort with competing and changing priorities.
- Interest in public policy and state systems building work.
- Bilingual ability in Spanish is preferred.

**Salary:** \$50,000 - \$60,000, depending on experience. Excellent benefits.

**Please submit your cover letter, resume and one or two brief (1-2 pages) original writing samples** exemplifying your communications aptitude. Your writing samples should include at least one advocacy-related communication. Other samples include a newsletter, memo, social media post, email campaign, letter, etc.

**Application deadline:** The position will remain open until it is filled.

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