

<b>Job Title</b>	Communications Manager
<b>PVN ID</b>	VA-2305-005601
<b>Category</b>	Managerial and Professional
<b>Location</b>	OFFICE OF SR. UNIV DEAN FOR ACADEMIC AFFAIRS
<b>Department</b>	
<b>Status</b>	Full Time
<b>Annual Salary</b>	\$70,000.00 - \$75,000.00
<b>Hour(s) a Week</b>	35
<b>Closing Date</b>	Sep 11, 2023 (Or Until Filled)

## General Description

### MISSION

Children need to spend their most critical years with dedicated, educated, trained, and well-compensated individuals in order to thrive. The New York Early Childhood Professional Development Institute leads the work to establish and implement an early childhood workforce system to ensure funding, standards and competencies, career development resources, qualifications and credentials, professional development (training and strengths-based coaching), and program quality assurance and improvement for individuals who work with young children throughout New York. Housed at the City University of New York, the Institute is a fast-paced, dynamic public/private partnership that is committed to the early childhood workforce across New York State.

### GENERAL DESCRIPTION

The Communications Manager will lead engagement projects with early childhood programs and professionals, as well as State and City partners to further the goals of New York Works for Children, the state's professional development system for early childhood professionals and to increase participation in The Aspire Registry, the state's workforce data system. The Aspire Registry is a web-based system that helps early childhood providers track their ongoing professional development, education, and experience, and helps them find professional development. In this role, the Manager will collaborate on projects with colleagues, manage tasks, and check on projects design and communication plans for quality consistency and to ensure alignment with NYWFC strategic planning. The Communications Manager reports to the Senior Director of New York Works for Children.

### DUTIES AND RESPONSIBILITIES:

#### Communications and Engagement

- Identify, implement, and evaluate recruitment strategies to build and maintain Aspire Registry participation
- Supervise a team of 2-3 Outreach and Communications Associates

- Develop and design marketing and support materials for various audiences about New York Works for Children and Aspire
- Create comprehensive communication strategies for the release of new documents, including social media plans and partner engagement
- Analyze data and Aspire member feedback on an ongoing basis to identify trends and enhance communication strategies; analyze data related to engagement initiatives to make communication and design-related recommendations for improvement
- Test and advise on development of new functionality for the Aspire Registry system; oversee all communications related to release of system updates to Aspire members.
- Develop internal policies and procedures to support effective systems to track communications and marketing goals.
- Support the Senior Director of New York Works For Children in defining and effectively communicating a clear identity, vision, and strategy for the organization, aligned with broader mission and goals of the New York Early Childhood Professional Development Institute
- Ensure the consistency of content and language messaging for New York Works for Children and the Aspire Registry
- Manage content and ongoing evolution of the New York Works for Children website to enhance interface, user experience, and ensure consistency of messaging.
- Represent New York Works for Children, the Aspire Registry, and the Institute at conferences and events
- Provide escalated support to registry team as needed
- Oversee the expansion of statewide social media campaign, including targeted advertising and innovative strategies to engage new and current members of the Aspire Registry

## Other Duties

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- Lead staff meetings and trainings as required.
- Represent the registry at conferences and other events in the field
- Undertake additional special projects at the discretion of the Senior Director of New York Works for Children

## Qualifications

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### Minimum Qualifications

- Bachelor's degree in Communications, Marketing or a relevant field of study
- At least 5 years' project management experience
- Project management experience working with multiple partners and coordinating projects from start to finish
- Demonstrated ability to work with underserved populations and people of all ages
- Demonstrates analytical thinking, problem solving and adaptive communication
- Genuine interest and understanding of data analysis and systems-building
- Ability to learn and deep dive into new technology question status quo and think outside of the box
- Proficiency in Microsoft Office (Excel, Word, and PowerPoint)
- Proficiency in Canva

## **Preferred Qualifications**

- Master's degree in communications, marketing, design, or other relevant field of study
- Proficiency in Adobe programs (e.g. InDesign)
- Knowledge of New York's early childhood education landscape
- Experience working with software developers preferred

## **Physical Requirements**

- This position operates in a professional office environment located in Brooklyn, NY, and is currently hybrid, working 70% in the office. This role routinely uses standard office equipment such as personal computers, laptops, tablets, smart phones, photocopiers, filing cabinets and presentation equipment
- While performing these duties, the employee is required to perform physical activities such as, but not limited to, lifting items (up to 20 pounds), bending, reaching, and sitting for prolonged periods of time. Reasonable accommodations will be made for employees with disabilities or other needs per RFCUNY policies
- Ability to travel to other sites as needed

## **How to Apply**

Provide a resume and cover letter specifying your qualifications, experience, and interest relevant to this position.