



Job Title	Communications Associate
PVN ID	VA-2402-006138
Category	Administrative Services
Location	OFFICE OF SR. UNIV DEAN FOR ACADEMIC AFFAIRS
Department	
Status	Full Time
Annual Salary	\$50,000.00 - \$55,000.00
Hour(s) a Week	35
Closing Date	Apr 30, 2024 (Or Until Filled)

General Description

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 (PDI) 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.

QUALITYstarsNY is New York State's Quality Rating and Improvement System for early childhood education programs in all regulated settings. QUALITYstarsNY exists because early childhood educators across the state deserve support to engage in continuous quality improvement. QUALITYstarsNY provides individualized, comprehensive support to hundreds of early childhood programs across New York State and continues to expand participation. Programs participating in QUALITYstarsNY are rated on a 5-Star scale every three years and are supported with a full complement of resources to improve and sustain their quality – all at no cost to their program.

GENERAL DESCRIPTION

The Communications Associate will support the development and implementation of communications and marketing strategies for QUALITYstarsNY. The Communications Associate will contribute to the creation and distribution of compelling and visually engaging print and digital materials for a range of stakeholders and audiences. The Communications Associate will report directly to the QUALITYstarsNY Communications & Outreach Manager.

DUTIES AND RESPONSIBILITIES

Communications

- Support the creation and dissemination of digital and print communications and education materials for a wide range of internal and external audiences.
- Ensure consistency of messaging and brand identity for QUALITYstarsNY in materials development and across various platforms.
- Design visually compelling content for a variety of print and digital platforms.
- Create and post content for QUALITYstarsNY social media channels, manage engagement, and monitor social media metrics to measure success.
- Develop web content, including creating and maintaining webpages and blog posts for the QUALITYstarsNY website.
- Collect participant and staff testimonials to develop content for the blog and social media that spotlight diverse experiences within the QUALITYstarsNY community.
- Manage email lists and pull data reports for targeted print and email communications campaigns.
- Support strategic planning for communications campaigns and to achieve short- and long-term goals for the QUALITYstarsNY project.
- Support the development of resources and templates to help internal staff communicate effectively on behalf of QUALITYstarsNY.
- Assist with reviewing and editing public-facing content created by internal team members to ensure consistency with current messaging and brand guidelines.
- Assist with onboarding new staff members so they can effectively communicate about QUALITYstarsNY and reinforce the QUALITYstarsNY brand identity in their written and verbal communications.
- Support the development of presentations and reports for internal and external audiences.
- Periodically represent QUALITYstarsNY at conferences and events and deliver presentations about QUALITYstarsNY impact and processes for internal and external audiences.

Other Duties

- Participate in team meetings and strategic planning discussions.
- Build and maintain relationships with external vendors and support communications projects with external partners.
- Correspond regularly with staff about important operational matters and updates.
- Provide Institute Leadership with updates about accomplishments and key data as needed.
- Respond to external requests for information about QUALITYstarsNY.
- Perform special projects and other duties as assigned.

Qualifications

Minimum Qualifications

- Bachelor's degree in Communications or in related field with three years relevant experience
- Excellent oral and written communication skills
- Excellent organizational skills and attention to detail
- Experience writing for a variety of audiences, from the general public to more specific stakeholders
- Experience designing visually compelling communications and marketing content
- Interest in learning new technologies and software for creation and dissemination of digital and print

content

- Ability to distill complex ideas into accessible language and content for various audiences
- Proficiency in Microsoft 365
- Familiarity with Adobe Creative Suite (InDesign, Adobe Illustrator or Photoshop)
- Active listener, flexible thinker, team player
- Flexibility and enthusiasm for multi-tasking and creative problem-solving

Preferred Qualifications

- Spanish language fluency
- Graphic design skills/experience
- Experience creating and managing website content through a Content Management System (CMS) — preferably WordPress.
- Knowledge of basic HTML.
- Experience with development/management of email distribution lists and use of email distribution systems (such as Mailchimp).
- Familiarity or background in the field of early childhood education or a related field.

Physical Requirements

- This position operates in a professional office environment located in Brooklyn, NY, and is currently hybrid. 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.