

Posted 4/10/17

**KENNETH YOUNG CENTER
HUMAN RESOURCES**

POSITION DESCRIPTION & POSTING

COMMUNICATIONS COORDINATOR

Job Scope: Working in a team environment, the Communications Coordinator will be responsible for maintaining the Kenneth Young Center brand and public outreach. Responsibilities will include digital marketing, website management, social media, brochures, event promotion, as well as grassroots outreach and media relations. The Communications Coordinator is responsible for the logistics for all marketing/public relation events and professional development trainings. In collaboration with the Development and Communications and Human Resources Teams, the Communications Coordinator will be responsible for the administrative tasks in community and staff development.

Essential Functions: The work environment characteristics, responsibilities, and competencies described here are representative of those an employee encounters and is required to perform while meeting the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

I. Program Responsibilities

A. Community Development – marketing and public relations events:

1. Digital Marketing – Monitor social media activity, develop direct mail/email communications and newsletters, manage digital ads, and maintain the organization's website. Make recommendations for improvement of content, engagement strategy, and design.
2. Research & Metrics – Collect marketing research information on trends and monitor current marketing activities. Research content strategies for reaching various key audiences and markets. Oversee website, Constant Contact, Google, social media, and all other marketing metrics
3. Grassroots Outreach – Work with internal and external teams to reach individuals and community organizations.
4. Represent KYC in community fairs and information sessions
5. Communication & Content Creation – Develop copy, edit, proof and publish content for various key stakeholder audiences, including creative copy for brochures, annual report, and marketing materials for the agency.
6. Research and test new advertising/marketing/outreach opportunities
7. Manage media relations and public relations outreach
8. Support fundraising initiatives through creative outreach and communications

B. Professional Development - executing trainings:

1. Maintain training calendar in coordination with the Professional Development Committee
2. Manage training logistics including marketing/communications, day-of setup, participant registration/attendance, CEU coordination, and administrative support

II. General Competencies

- A. Promote positive image of KYC with all contacts (customers)
- B. Exhibit high quality work
- C. Be a productive member of the staff
- D. Demonstrate cooperation
- E. Take the initiative to act on one's own
- F. Use excellent judgment
- G. Communicate clearly
- H. Make use of supervision
- I. Contribute to development of culture of care

III. Core Competencies

- A. Strong proficiency in MS Office required
- B. Excellent organizational skills and attention to detail
- C. Ability to meet deadlines while managing multiple projects
- D. Ability to work independently and in a team
- E. Excellent interpersonal skills
- F. Interact with the public in getting or giving information
- G. Ability to create and maintain administrative systems
- H. Ability to work at a fast pace with precision and attention to detail
- I. Demonstrated flexibility and experience working on multiple projects with varying deadlines with a willingness to adapt and work collaboratively with the Director of Development & Communications and other staff
- J. Ability to communicate with all levels of employees effectively.
- K. Strong written and verbal communication skills
- L. Self-motivation, accuracy, and attention to detail

IV. Education and Experience

- A. Bachelor's degree required
- B. Experience in professional service environment required
- C. At least two years of communications and/or marketing required

V. Work Environment

- A. While performing the duties of this job, the employee regularly works in an office setting and frequently uses standard office equipment.
- B. Employee will be required to work offsite at times when representing the organization at community events

VI. Physical Demands

- A. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- B. While performing the duties of this job, the employee is regularly required to use hands and fingers to handle, feel or operate objects, tools or controls, and to reach with hands and arms. The employee is frequently required to stand, talk and hear.
- C. Must be able to lift items weighing as much as 25 lbs.

VII. Travel Requirements

- A. While performing the duties of this position, the employee may need to travel by automobile between sites for supervision and/or all staff meetings.
- B. While conducting external KYC business or traveling between sites, the employee may be exposed to fumes or airborne particles as well as changing weather and road conditions.
- C. Employee will be required to drive off site as much as 25% of the time.

VIII. Chain of Authority

- A. Reports to the Director of Development & Communications

IX. Schedule/Time Keeping/Time-Off

- A. Exempt, Full-Time, Hourly, 37.5 hour work week
- B. Must work a flexible schedule in response to the needs of the target population served, including evening and Saturday hours as needed.
- C. Time Keeping – Accurately record hours worked in the electronic timekeeping system (on a daily basis when possible) in accordance with the timekeeping policy and practice.

Kenneth Young Center is an Equal Opportunity Employer

Kenneth Young Center offers a robust benefit package that is highly competitive to the market. KYC offers all full-time employees the following:

- 403(b) plan with organizational matching*
- Health (BlueCross & BlueShield of Illinois), Dental (BCBS), and Vision Insurance (VSP)
- Flexible Spending Account (with up to \$500 annual rollover allowed)
- Long Term and Short Term Disability (Dearborn National)
- Life Insurance and option for additional voluntary coverage for self, spouse, or dependents

To further promote an active and healthy work/life balance, KYC also offers a generous amount of paid time off and staff holidays.

- 8 Paid Organization-Wide Holidays
- 3 Personal Holidays
- 4 weeks of Paid Time Off (With increases based on seniority)