

KENNETH YOUNG CENTER
HUMAN RESOURCES

POSITION DESCRIPTION & POSTING

COMMUNICATIONS ASSOCIATE

Job Scope: Working in a team environment, the Communications Associate 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. 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. 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.
2. Digital Marketing – Monitor social media activity, develop direct mail/email communications and newsletters, manage digital ads, and maintain the organization's website. Oversee communications through Constant Contact, Google, social media, website traffic and all other outreach metrics.
3. Grassroots Outreach – Work with internal and external teams to reach individuals and community organizations.
4. As requested, represent KYC in community fairs and information sessions.
5. Manage media relations and public relations outreach.
6. Support fundraising initiatives through creative outreach and communications.

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 written and verbal communication skills
- 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. Self-motivation, accuracy, and attention to detail
- L. Strong proficiency in MS Office required; Adobe Suite proficiency preferred

IV. Education and Experience

- A. Bachelor's degree required
- B. 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

- 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