



Philadelphia Youth Network, Inc. Job Description

Job Title: Senior Associate, Communications and Marketing		Location: 400 Market Street, Suite 200	
Division: External Relations		Department: Communications and Development	
Reports to: Director, Communications and Development		Date Posted: n/a	
Benefits: <input checked="" type="checkbox"/> Eligible <input type="checkbox"/> Not Eligible	Hours: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt	Type of Position: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time Temporary <input type="checkbox"/> Seasonal <input type="checkbox"/> Intern	
General Description: The Senior Associate is responsible for supporting PYN's programs and initiatives through various communications channels and leading the organizations communications strategy.			
Essential Functions: <ul style="list-style-type: none"> Procure content for, produce, and distribute youth and select stakeholder outreach communications Maintain and develop content for PYN's websites to promote programs and efforts Ensure timely posting of news, publications, and other content on PYN's websites to keep audiences informed Lead social media efforts for the organization to promote PYN and its programs, including Facebook, Twitter, LinkedIn and Instagram Provide relevant updates for external communications efforts, as well as for internal use by PYN departments Writing and editing - Press releases, grant proposals, blurbs for websites, research summaries, letters to funders and elected officials, and other publications promoting PYN's programs and efforts Quality control – Reviewing and proofreading materials, presentations and online information about PYN's programs and efforts Lead the efforts to produce PYN publications Lead efforts to create materials for outreach including swag, collateral, web content and recruitment materials Lead material development, including creating, editing, coordinating with graphic designer, and publication Coordinate communications and outreach requests, including developing timelines, drafting content, procuring printing, and acting as the liaison between PYN staff and the Communications and Marketing department Work with content owners to ensure websites are up to date on an ongoing basis Develop and propose strategies for positioning PYN across a variety of social media outlets and platforms to increase reach and engagement 			

- Media tracking – Maintain a record of media hits and produce reports on a quarterly basis or as needed
- Represent the department on internal and external committees as well as at meetings and events
- General support – Includes distributing publications, coordinating mailings, maintaining mailing lists, collecting data for reports, scheduling and setting up for meetings, researching costs and solicit bids from vendors and service providers.
- Work with relevant PYN staff to identify and maintain a current list of youth, employer, and provider spokespersons to speak on behalf of PYN programs and efforts
- Work with the Director and senior leadership to develop and implement the organizational communications' strategy
- Other duties as assigned

Education, Experience & Skills Required:

- Bachelor's degree required
- Minimum three years professional experience in communications
- Excellent oral and written communication skills, including visual presentation of information and high-level command of grammar, spelling and word usage
- In-depth understanding of communication strategies, especially relating to social media (Twitter, Facebook, LinkedIn and Instagram)
- Ability to work effectively under pressure and handle multiple simultaneous tasks and demands
- High level proficiency in Microsoft Word, Excel, PowerPoint and Outlook is required
- Proficiency in professional design software preferred (especially InDesign, Photoshop, and Illustrator)
- Extremely well-organized, with attention to accuracy and detail
- Ability to understand and interpret program and financial data and make basic statistical calculations
- Interest in workforce development, youth development, and/or urban education issues
- Demonstrated success managing tasks with minimal supervision
- Successful completion of background checks (PA State Criminal, PA Department of Public Welfare Child Abuse, U.S. Department of Justice National Sex Offender Registry, and F.B.I. fingerprinting)