COMMUNICATIONS AND MARKETING ASSOCIATE

Citizens’ Committee for Children of New York (CCC) is a 76-year-old nonprofit, multi-issue child advocacy organization whose mission is to ensure that every New York child is healthy, housed, educated and safe. CCC is seeking an experienced marketing and communications professional who will collaborate with both the communications and development teams to raise the profile of CCC and support strategic efforts to build on the organization’s existing storytelling, marketing and digital communications strategies. The ideal candidate will be a highly motivated team player willing to take on additional responsibilities as needed aimed at educating and engaging New Yorkers in CCC’s efforts to make the city a better place for children.

Responsibilities

Public Awareness and Marketing
• Work in collaboration with CCC’s Communications and Development teams to develop print and digital marketing materials, including annual reports, fact sheets, volunteer and donor cultivation packets, presentations, and more.
• Manage calendar of strategic dates throughout the year for marketing opportunities (ie. awareness days/months, public webinars and forums, two annual fundraising events, end of year and annual giving appeals, budget advocacy milestones, legislative victories).
• Coordinate with the Communications and Civic Engagement team to market community education and advocacy events for Board, Advocacy Council, external partners and New Yorkers at large.
• Develop new processes across all platforms to measure impact of CCC’s marketing and communications activities and stay up to date on best practices for the various tools that CCC uses to operate its digital platforms.

Fundraising Communications
• Support the work of the development team to promote CCC special events and other individual giving campaigns and activities.
• Participate in planning meetings with board members, donors and consultants to plan and execute fundraising activities and benefits.
• Communicate with donors directly in lead up to two annual special events.

Web Site and Social Media
• Manage an active marketing presence on CCC’s social media platforms, which currently include Facebook, Twitter and Instagram and support growth in reach and engagement.
• Plan and execute social media actions to support digital advocacy efforts by CCC and our coalitions.
• Write and edit content for CCC's web site and our coalition web sites, as well as press releases, and other public education materials.
• Manage email communications in Salsa, including newsletters, event invitations, fundraising emails, and policy and research updates.
• Monitor for CCC media coverage to support content creation, development reports and public education efforts.
Qualifications & Experience:
• Bachelor’s degree requires with minimum of three years of applicable post-degree experience, or 7 years of equivalent experience without a degree, preferably working in marketing, development or related positions in nonprofit sector.
• Strong organizational and interpersonal skills, including ability to receive and respond professionally to feedback on drafts of written documents.
• Excellent writing, editing and oral presentation skills in English. Additional fluency in Spanish or another language (g., Arabic, Bengali, Chinese, French, Haitian Creole, Korean, Russian, Urdu) a plus.
• Experience with social media messaging and online communications platforms, and design tools such as WordPress, Salsa, and/or similar software necessary; experience with Raiser’s Edge a plus.
• Familiarity with Google Analytics and Google Ads.
• Proficiency with Adobe Creative Cloud (including Photoshop, InDesign), and/or other digital marketing tools such as Canva, bit.ly, etc.
• Demonstrated commitment to child and family issues.

Salary and Benefits:
This is a full-time salaried position with a comprehensive benefits package, including: health and dental insurance; 11 paid holidays, 22 vacation days, 4 personal days, and 18 sick days per year; and 403b plan with employer/employee contribution.

To Apply: Please email cover letter, resume, three references, and a writing sample to careers@cccnewyork.org and write “Communications and Marketing Associate” in subject line.

Citizens’ Committee for Children is an equal opportunity employer and does not discriminate on the basis of age, race, color, national or ethnic origin, gender, sexual orientation, or disabling condition.