

## **COMMUNICATIONS COORDINATOR – YOUTH PROGRAMS**

### **DISTINGUISHING FEATURES OF THE CLASS:**

The Communications Coordinator for Youth Programs reports directly to the department head and is responsible for planning, coordinating, and disseminating information about youth-focused programs, including employment programs, community services, events, and opportunities. The position involves creating and managing communications strategies through multiple channels, including websites, promotional materials, newsletters, social media, and mass communications. The incumbent may also serve as a liaison between the program and external stakeholders, promoting engagement and awareness. This is an entry-level position designed for individuals with excellent communication skills and a passion for empowering youth.

### **TYPICAL WORK ACTIVITIES: (Illustrative Only)**

- Develop and implement a strategic communications plan to promote youth programs, services, and events, ensuring maximum engagement from participants and stakeholders.
- Manages content creation for program websites, social media platforms, newsletters, and promotional materials to inform and attract diverse audiences effectively.
- Coordinates outreach efforts, including creating targeted mass communications (emails, text messages, and announcements) aimed at youth, parents, community organizations, and program partners.
- Collaborates with program staff to develop and disseminate timely updates, success stories, and highlights from youth employment programs.
- Prepares press releases and media materials as needed, ensuring consistency in branding and messaging.
- Engages with community organizations, schools, and local businesses to strengthen partnerships and awareness of the youth programs.
- Maintains open lines of communication with program participants and their families, addressing inquiries and providing relevant information.
- Tracks and evaluates the effectiveness of communication strategies, offering recommendations for improvement.
- Assists in organizing events, workshops, and informational sessions, including preparing materials and coordinating communications before and after events.

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS:**

- Strong knowledge of effective public relations and communication strategies, with an emphasis on engaging youth audiences.
- Knowledge of content creation, publishing tools, and social media platforms (e.g., Canva, Adobe Suite, Mailchimp, WordPress, Facebook, Instagram, TikTok).
- Excellent verbal and written communication skills, with the ability to write compelling and clear messages.
- Proficiency in using personal computers and office software, including Microsoft Office and Google Workspace.

- Ability to establish and maintain strong relationships with youth participants, community organizations, and local businesses.
- Strong organizational skills with the ability to prioritize multiple tasks and meet deadlines.
- Creative and resourceful with the ability to develop engaging promotional content and materials.
- Sound judgment, integrity, and the ability to maintain confidentiality when handling sensitive information.
- Cultural competence and the ability to engage with diverse communities effectively.

**MINIMUM QUALIFICATIONS:**

A. Graduation from a regionally accredited New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with a Bachelor’s Degree in Communications, Journalism, Public Relations, Marketing, or a related field. Relevant internship experience in public relations, communications, or youth services is a plus.

OR

B. Graduation from a regionally accredited New York State registered college or university or one accredited by the NYS Board of Regents to grant degrees with an Associate’s Degree in Communications, Journalism, Public Relations, Marketing, or a related field and one (1) year of experience in communications, public or community relations, or youth services.

OR

C. An equivalent combination of training and experience as defined by the limits of (A) and (B).

**Job Type:**

- **Seasonal and Part-time:** 20 Hours weekly
- **Salary:** Hourly wage starting at \$24.00 per hour, based on program needs and seasonal demands

**Equal Opportunity Employer:**

We are committed to creating a diverse and inclusive workplace and providing equal employment opportunities to all applicants regardless of race, religion, gender, sexual orientation, disability, or national origin.