Center for Youth Employment
Communications Associate

The Center for Youth Employment is a 501(c)(3) nonprofit organization with a simple but profoundly important mission: to dramatically expand and improve opportunities for NYC young adults to gain work experiences, add skills, and explore potential career interests—all with an eye towards improving youth development outcomes and supporting NYC’s employee talent pipeline. Supported by the Mayor’s Fund to Advance NYC and co-located with the Mayor’s Office of Workforce Development, the Center pursues its mission through New York City agency and program partners, and in collaboration with a range of outside stakeholders including employer, providers and the philanthropic sector.

The Center for Youth Employment is seeking a new team member to manage and oversee all outward-facing marketing and communications. This is a dynamic position requiring strong written communications skills; digital and social media expertise; and a creative eye for promoting content.

Responsibilities include:

- In coordination with Mayor’s Fund develop and implement short and long-term digital marketing and communications strategies. Coordinate and assist in managing day-to-day operations of various marketing projects, including website, social media, print collateral, and event marketing projects.
- Identify and implement social media strategies and digital content initiatives to cultivate new audiences and establish branded online communities.
- Create and develop external-facing materials and publications including program outreach materials, digital newsletters, infographics and promotional films.
- Maintain brand identity and consistency through implementation of organization-wide standards, procedures and protocols to protect the use of the mission statement, logo, tagline, brand requirements, etc.
- Identify and conceptualize proactive press engagement opportunities on behalf of the Center in coordination with the Mayor’s Fund.
- Support the drafting of remarks and talking points for Center and Mayor’s Fund staff and other stakeholders regarding the work of the Center.
- Support the broader work of the Mayor’s Fund in conjunction with press announcements and other convening events.

Credentials/Qualification Requirements:

An optimal candidate will be creative and strategically-minded, well organized and able to work well in a pressured environment and under tight deadlines. Candidates should also possess:
• Bachelor’s Degree and 4-5 years of work experience in media, marketing, communications, public relations or journalism
• Exceptional written and verbal communications skills
• Enterprising and resourceful, organized and results-oriented
• Expert knowledge of WordPress, Photoshop, Illustrator, Publisher, PowerPoint and Word
• Knowledge of audio & video editing/production is a plus.

How to Apply:

Please send a cover letter and resume to cye@cityhall.nyc.gov with the subject heading “Communications Associate”. No phone calls please. Salary is commensurate with background and experience. The Mayor’s Fund to Advance New York City is an Equal Opportunity Employer.