



---

<b>Job Title</b>	Outreach and Communications Associate
<b>PVN ID</b>	VA-2207-004959
<b>Category</b>	Administrative Services
<b>Location</b>	OFFICE OF SR. UNIV DEAN FOR ACADEMIC AFFAIRS
<b>Department</b>	
<b>Status</b>	Full Time
<b>Annual Salary</b>	\$50,000.00 - \$55,000.00
<b>Hour(s) a Week</b>	35
<b>Closing Date</b>	Jan 11, 2023 (Or Until Filled)

## General Description

---

### MISSION

Children need to spend their most critical years with dedicated, educated, trained, and well-compensated individuals in order to thrive. The New York Early Childhood Professional Development Institute leads the work to establish and implement an early childhood workforce system to ensure funding, standards and competencies, career development resources, qualifications and credentials, professional development (training and strengths-based coaching), and program quality assurance and improvement for individuals who work with young children throughout New York. Housed at the City University of New York, the Institute is a fast-paced, dynamic public/private partnership that is committed to the early childhood workforce across New York State.

### GENERAL DESCRIPTION

New York Works for Children (NYWFC), is New York State's integrated professional development system for the early childhood and school age workforce. With funding and support from multiple city and state agencies, NYWFC is committed to building the infrastructure so that everyone who works with young children and families has access to high quality education and professional development experiences. NYWFC is also the home of The Aspire Registry: New York's Registry for Early Childhood Professionals. The workforce registry is a web-based system that helps early childhood providers track their ongoing professional development, education, and experience, and helps them find professional development.

The Outreach and Communication Associate will support the development and implementation of NYWFC and The Aspire Registry's communications and outreach strategy to maximize the project's impact and reach. The Outreach and Communications Associate will report directly to the Communications and Design Manager, and will work closely with other Institute staff.

### DUTIES AND RESPONSIBILITIES

## Content Creation

- Develop marketing and support materials for various audiences about New York Works for Children and The Aspire Registry
- Support the communications team with developing a comprehensive outreach strategy for The Aspire Registry leveraging all communications tactics and targeting multiple stakeholders to ensure successful program participation in The Aspire Registry.
- Draft copy for email campaigns, newsletters, and content for the New York Works For Children website
- Create and edit supporting articles to create the best user experience with The Aspire Registry
- Analyze system data to identify outreach groups and draft targeted messaging.
- Ensure consistency of content and language for New York Works for Children and The Aspire Registry across various platforms
- Elevate and maintain brand awareness and integrity through marketing and outreach channels.

## Outreach

- Periodically represent New York Works for Children and The Aspire Registry at conferences and events-in-person and virtually.
- Organize, adapt, and deliver effective presentations about The Aspire Registry with a focus on promoting participation by fostering an understating of the system for providers and the state's workforce.
- Conduct outreach activities and engage in outreach efforts to support maximum implementation of the Aspire Registry
- Actively seek out and engage in relationship building with child care programs and other stakeholders to promote the Registry and help gain a better understanding of the PD system.

## Other Duties

---

- Attend and actively participate in staff meetings as required.
- Perform special projects and other duties as assigned.

## Qualifications

---

- Bachelor's degree required, Early Childhood Education or a relevant field of study preferred
- Excellent written and verbal communication skills
- Experience translating complex ideas into concise, compelling and relatable messages
- Ability to work with diverse ethnic and cultural organizations and individuals.
- Strong organizational skills with high attention to detail.
- Ability to work independently and collaboratively in a fast-paced, demanding, and complex work environment.
- Proficiency in Microsoft Office (Excel, Powerpoint, Word) and Adobe programs (InDesign, PhotoShop)

## **Preferred Qualifications**

- Bi-lingual language skills (Spanish, Mandarin, Cantonese, or Russian preferred)

## **Physical Requirements**

- This position operates in a professional office environment located in Brooklyn, NY, and is currently hybrid, working 70% in the office. This role routinely uses standard office equipment such as personal computers, laptops, tablets, smart phones, photocopiers, filing cabinets and presentation equipment.
- While performing these duties, the employee is required to perform physical activities such as, but not limited to, lifting items (up to 20 pounds), bending, reaching, and sitting for prolonged periods of time. Reasonable accommodations will be made for employees with disabilities or other needs per RFCUNY policies.
- Ability to travel to other sites as needed.
- As of May 27, 2022, all candidates will be required to provide proof of being fully vaccinated against COVID-19 upon commencing employment. Exemption (medical or religious) requests to this requirement will be considered in accordance with applicable law and criteria. Being fully vaccinated is defined for this purpose as two weeks after a final dose in primary series of an authorized COVID-19 vaccine (example: two weeks after the second dose of a two-dose vaccine such as Moderna or Pfizer, or two weeks after a single dose vaccine such as Johnson and Johnson). Final candidates must be fully vaccinated as of their first day of employment. Newly hired employees will be sent an email with instructions on how to upload their vaccine information on the Research Foundation portal.

## **How to Apply**

Provide a resume and cover letter specifying your qualifications, experience, and interest relevant to this position.

## **EEO Info**

We are committed to enhancing our diverse academic community by actively encouraging people of all race, color, religion, gender, gender identities or expressions, sexual orientation, national origin, genetics, disabilities, age, or protected veteran status to apply. We take pride in our pluralistic community and continue to seek excellence through diversity and inclusion. The Research Foundation of the City University of New York is an Equal Opportunity/Affirmative Action/Americans with disabilities act/E-Verify employer.