Position Title: Marketing/Communications Director

Position Summary
PCCY is a regional policy/advocacy organization devoted to improving the lives and life chances of children by defining and building public will behind policies that increase opportunity for children of color and address systemic educational and health inequities, structural barriers to upward mobility and the devastating toll that poverty takes on children.

We are seeking a talented communications professional with experience creating and deploying earned media strategies that penetrate traditional media and social media portals, creating news and effecting the public narrative, writing persuasively and incisively, conceptualizing simple and interesting graphic images of data and messages, and an burning passion for deploying the tools of advocacy to improve the lives of children.

The ideal candidate is a great news writer who is proficient with media and online platforms/tools and brings experience using these tools to get the word out and engage supporters. We are looking for someone who is highly organized, able to meet deadlines, is detail oriented and able to grasp the big picture and development compelling narratives that break through the noise.

Our work is dynamic and requires a Marketing/Communications professional who understands the need to be responsive to external events and effectively juggle tasks so that large efforts and advocacy goals continue to be advanced.

PCCY is a fast-paced work environment that presents an opportunity to be a part of a dynamic team of advocates dedicated to advancing a broad and ever-evolving children's rights agenda.

Job Responsibilities

- Maintain a depth of knowledge about the issues PCCY has at the forefront of its advocacy agenda including a strong sense of the structural problems we are attempting to fix, a well developed understanding of the rationale behind our proposed remedies and facility with the data and information that supports our case for change.
Know and build relationships with the reporters who are assigned to beats that align with our work and stay abreast of current news in the five counties and the capitol press corps so that when possible our issues can be connected to emerging or breaking news at the county or state-level.

Write effective media advisories and pitch messages that attract media coverage of our events, reports and stories and write strong press releases that enable reporters to rapidly cover an issue or an event and enable news outlets to readily use the content of the releases for stories where their space and time permit.

Write a weekly blog that is highlights an aspect of our work in an interesting manner that improves our open rate and manage the production of a weekly mid-week alert that engages supporters and offers them a way to take action.

Write and produce the quarterly hard copy newsletter, including finalizing all content and assembling graphics and photo images.

Regularly mine PCCY’s work for stories or news angles to pitch to reporters to stimulate coverage on our issues, write the pitches and work with reporters through the completion of their reporting. And use creativity to increase the reach of our messages and reports.

Manage and build the reach of PCCY’s Facebook, Twitter, YouTube, and Instagram presence ensuring state of the art use of these platforms that stimulate engagement. Train and support PCCY staff in generating content for these platforms.

Work with colleagues on the development of reports, events, or campaigns to hone the narrative, talking points and narrative development tools so that when anything “goes live” it is accompanied with a thoughtful media strategy.

Ensure that our messaging includes, in an integral manner, Black and Brown and low-income parents and youth and that our messages effectively speak to structural impact of racism and income inequality on the children of color and low-income children in our region.

Track and share creative and effective child advocacy messaging campaigns from other states/cities and consider how those examples can be applied to our work.

Play a leadership role in rebranding and marketing campaigns that expand our visibility.

Other Duties as assigned by Executive Director

- Recruit and supervise interns to help with social media, media tracking and research to support an excellent child advocacy marketing and communications operation.
- Periodically attend and present information at the PCCY Board meetings and subcommittee meetings as requested.
- Assist when asked in PCCY outreach events, which may be during evening or weekend hours.
- Attend and participate in staff meetings and staff committees.
Important skills

• Ability to work independently and with others and be a team player
• Self-starter that check-in and collaborates
• Works well under pressure
• Proficiency with Excel, Word, PowerPoint, Facebook targeting tools, Publisher, InDesign, and online meeting platforms like Zoom
• Detail oriented
• Ability to prioritize and manage multiple projects
• Great and relatively fast persuasive writer with effective oral communication skills for pitching stories and sharing ideas
• Ability to travel to communities across the region

Reports To: Executive Director

Salary: $70,000 or where possible commensurate with experience

Apply: Resume and cover letter to info@pccy.org