



# Director Of Communications

New York Early Childhood Professional Development Institute

Brooklyn, NY

Program Director

Full-time

Hybrid

\$90,000 - \$100,000 a year

Posted on April 6, 2022

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## Job Description

The Institute has an extensive number of projects and programs that produce data and outcomes relevant to policymakers and early childhood stakeholders in New York City, New York State, and around the country. We are seeking a Director of Communications to elevate the Institute's initiatives, building and implementing communications strategies tailored to key audiences and stakeholders. In conjunction with Institute colleagues, the Director will produce content that will include policy reports and briefs, policy position statements, project descriptions, newsletter and blog articles, annual reports, and social media content. The Director of Communications will produce content that is proactive, based on our work and outcomes, as well as statements in response to announcements and changes in the field. The content will include storytelling aspects and be used for fundraising and outreach purposes as well as driving attention to the Institute. The successful candidate will be responsible for creating, implementing, and circulating all campaigns. An effective candidate will be a storyteller, able to meet with the Institute leadership team, discuss early childhood-related research questions, draft an outline based on ideas discussed, conduct background research as needed, and synthesize everything into a compelling narrative.

The Director of Communications will collaborate and align strategies with colleagues across the Institute's programs. The Director will produce communications strategies with program and executive staff to distribute communications to their target audiences effectively. This position will report to the Senior Policy Advisor.

## Responsibilities

### Writing and Analysis

- Outline, research, draft and finalize policy reports and briefs, project descriptions, annual reports, monthly newsletters, Institute blogs, event materials, and media including websites, press releases, fact sheets, and other content that may be prioritized.
- Create productive relationships with all Institute program directors to understand how Institute programs interact and influence each other, as well as the field.
- Copyediting and proofreading.

## **Communications**

- Communicate across a wide demographic both at the local and state level.
- Develop a structure to solicit stories from diverse communities to build a story pipeline.
- Create and implement strategies for dissemination of digital and print versions of Institute communications, including publications, reports, and newsletters.
- Coordinate communication efforts between and across programs.
- Develop branding guidelines across programs. Monitor and refine branding across programs. Support programs to ensure that publications and communications follow branding guidelines.

## **Project Management**

- Coordinate efforts across programs and disciplines to create final products
- Liaise with graphic designer and consultant writers to bring projects to completion
- Manage applicable vendor relationships (printers, developers, other)

## **Other Duties**

- Support the Executive Director and other leaderships staff with executive communications for internal and external audiences.
- Attend staff meetings and professional development opportunities as required.
- Perform special projects and other duties as assigned.

## **Qualifications**

### **Minimum Qualifications**

- Bachelor's degree in journalism, marketing, early childhood education or a related field.
- 5+ years' experience writing for a variety of audiences, from the general public to more specific stakeholders, policymakers, and a research audience.
- 3+ years' leadership/supervisory experience.

- Extensive experience in writing, including policy reports that convey complex concepts and detailed solutions in clear, non-jargony language.
- Expertise/familiarity with the fields of early childhood and workforce development.
- Commitment to and passion for the Institute and its mission; ability to generate excitement about mission, history, vision, programs and fundamental strengths in the early childhood field at large.
- Excellent communicator and creative thinker, with an ability to use both data and insights to inform next steps and optimize results.
- Experience supporting a diverse team with differing skill sets and levels.
- Ability to respond quickly to requests and identify opportunities.
- Strong project management skills and ability to manage multiple priorities and demands.
- Ability to work in a fast-paced environment and be able to react effectively to changing circumstances.

### **Preferred Qualifications**

- Master's degree in journalism, marketing, early childhood education or a related field.

### **Physical Requirements**

- This position operates in a professional office environment. This role routinely uses standard office equipment such as personal computers, laptops, tablets, smart phone, photocopiers, filing cabinets and other 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, sitting for prolonged periods of time.
- Ability to travel to other sites locally and across New York state as needed.

### **Application Instructions**

Please click on the link below to apply. Provide a resume and cover letter specifying your qualifications, experience, and interest relevant to this position, as well as 2-3 writing samples that show the variety of your skillset.

### **Additional Information**

**EEO Info** (*standard language to be included on all job postings*)

*We are committed to enhancing our diverse academic community by actively encouraging people of any race, color, religion, gender, gender identity or expressions, sexual orientation, national origin, genetic information, disability, age, or protected veteran status to apply. We take pride in our pluralistic community and continue to seek excellence through diversity and inclusion. CUNY is an EEO/AA Employer.*

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