Career Development Center
New York Early Childhood Professional Development Institute

Qualitystarsny Communications Associate

New York Early Childhood Professional Development Institute

New York, NY 10019

Other | Full-time | Hybrid | $51,000 - $56,000 a year

Posted on August 26, 2026

Organization Statement

The New York Early Childhood Professional Development Institute (PDI) 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.

QUALITYstarsNY is New York State's Quality Rating and Improvement System for early childhood education programs in all regulated settings.

Job Description

The Communications Associate will support the development and implementation of communications and marketing strategies for QUALITYstarsNY. The Communications Associate will contribute to the creation and distribution of compelling and visually engaging print and digital materials for a range of stakeholders and audiences. The Communications Associate will report directly to the QUALITYstarsNY Communications & Outreach Manager.

Responsibilities

Communications – 80%

- Support the creation and dissemination of digital and print communications and education materials for a wide range of internal and external audiences

- Ensure consistency of messaging and brand identity for QUALITYstarsNY in materials development and across various platforms
- Design visually compelling content for a variety of print and digital platforms
- Create and post content for QUALITYstarsNY social media channels, manage engagement, and monitor social media metrics to measure success
- Develop web content, including creating and maintaining webpages and blog posts for the QUALITYstarsNY website
- Collect participant and staff testimonials to develop content for the blog and social media that spotlight diverse experiences within the QUALITYstarsNY community
- Manage email lists and pull data reports for targeted print and email communications campaigns
- Support strategic planning for communications campaigns and to achieve short- and long-term goals for the QUALITYstarsNY project
- Support the development of resources and templates to help internal staff communicate effectively on behalf of QUALITYstarsNY
- Assist with reviewing and editing public-facing content created by internal team members to ensure consistency with current messaging and brand guidelines
- Assist with onboarding new staff members so they can effectively communicate about QUALITYstarsNY and reinforce the QUALITYstarsNY brand identity in their written and verbal communications
- Support the development of presentations and reports for internal and external audiences
- Periodically represent QUALITYstarsNY at conferences and events and deliver presentations about QUALITYstarsNY impact and processes for internal and external audiences

Other Duties – 20%

- Participate in team meetings and strategic planning discussions
- Build and maintain relationships with external vendors and support communications projects with external partners
- Correspond regularly with staff about important operational matters and updates
- Provide Institute Leadership with updates about accomplishments and key data as needed
- Respond to external requests for information about QUALITYstarsNY
- Perform special projects and other duties as assigned

Qualifications

- Bachelor’s degree in Communications

OR

- Bachelor’s degree in related field with three years relevant experience
- Excellent oral and written communication skills
- Excellent organizational skills and attention to detail
- Experience writing for a variety of audiences, from the general public to more specific stakeholders
- Experience designing visually compelling communications and marketing content
- Interest in learning new technologies and software for creation and dissemination of digital and print content
- Ability to distill complex ideas into accessible language and content for various audiences
- Proficiency in Microsoft Office (Excel, Word, and PowerPoint) design
- Familiarity with Adobe Creative Suite (InDesign, Adobe Illustrator or Photoshop)
- Active listener, flexible thinker, team player
- Flexibility and enthusiasm for multi-tasking and creative problem-solving

Preferred Qualifications

- Spanish language fluency
- Graphic design skills/experience
- Experience creating and managing website content through a Content Management System (CMS) — preferably WordPress
- Knowledge of basic HTML
- Experience with development/management of email distribution lists and use of email distribution systems (such as Mailchimp)
- Familiarity or background in the field of early childhood education or a related field
- **Minimum Education Level:** Bachelor's Degree
- **Preferred Education Level:** Bachelor's Degree

Application Instructions

Apply on the RFCUNY website.

Language Requirements

English

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