

CENTRAL NEW YORK COMMUNITY FOUNDATION
431 E. Fayette Street, Suite 100
Syracuse, New York 13202
315.422.9538
cnycf.org

JOB DESCRIPTION

TITLE: Communications Associate
REPORTS TO: Senior Communications Officer
STATUS: Regular, Full-time, Non-Exempt

POSITION DESCRIPTION: The Communications Associate will provide general communications support to attract and deepen relationships with scholarship seekers, current & potential donors, professional advisors, nonprofit organizations and civic leaders. This position will play a meaningful role in connecting constituents to our main areas of community concern such as ensuring racial equity, ending childhood lead poisoning and providing access to higher education through Say Yes Syracuse.

MAJOR RESPONSIBILITIES:

- **Say Yes Syracuse Communications**—Implement, with supervision, communications efforts for Say Yes Syracuse. Includes:
 - Creating and distributing publications and collateral (e-newsletters, mailings, promotional giveaways, and brochures)
 - Sending email and text announcements
 - Assisting with the promotions and operations of events and workshops
 - Creating social media content
 - Collecting, crafting and sharing multimedia success stories
 - Making website updates
 - Managing email and text databases
 - Promoting an alumni network
- **Digital Communications**— Assist with making timely updates to content on cnycf.org, sayyessyracuse.org, cnyvitals.org and any additional organizational sites as well as distributing electronic communications to the Community Foundation’s audiences. Includes:
 - Posting stories and announcements
 - Coordinating new staff and board announcements and photos
 - Making timely additions to evolving website content
 - Designing and distributing CNYCF e-newsletter and social media reports
 - Creating email announcements and social media content
 - On- and off-site photography, videography and live streaming
 - Maintaining digital asset and release form libraries
- **Content Creation and Communications Support** – Provide general communications, public relations and marketing support toward the implementation of the department’s overall strategic plan. Includes:
 - Developing and collecting compelling multimedia (written and/or video) stories
 - Writing fund and grant descriptions
 - Designing and distributing quarterly advisor newsletter
 - Assisting with the collection and creation of content for publications
 - Providing event support
 - Maintaining an inventory of promotional items and collateral
 - Formatting and placing advertisements

- Other communications responsibilities as assigned.

PREFERRED QUALIFICATIONS

- Deep interest in and commitment to the Central New York area, its people and their concerns
- Commitment to be guided in all work by the vision of diversity, equity and inclusion that has been established by our staff and board.
- Familiarity with the Central New York area, its opportunities and challenges
- Relevant work experience a plus
- Computer proficiency including knowledge of Microsoft Office, social media platforms and a willingness to learn all appropriate Community Foundation software
 - Familiarity with Canva, WordPress, Adobe Suite publishing software (InDesign, Illustrator and Photoshop) and social media management a plus, but not required
- Ability to comfortably relate to and effectively communicate with a wide spectrum of coworkers, vendors, donors and grantees
- Storytelling skills, including the ability to listen reflectively and draw out a subject, discern what is pertinent and compelling, and effectively tell a story through effective writing and/or videography skills. Knowledge of spelling, grammar and punctuation a plus.
- Engaged in ongoing learning about emerging technology in news and digital media
- Ability to work both independently and as an effective team member
- Ability to organize and prioritize work and manage multiple priorities simultaneously
- Some travel to surrounding Central New York communities may be required at times.

TIME REQUIREMENT: This is a full-time, non-exempt position requiring 37.5 hours per week. Work hours are 8:30 a.m. to 4:30 p.m. with some flexibility. Tuesdays through Thursdays are designated in-office days. Staff that choose to work a hybrid work schedule may choose to do so on Mondays and/or Fridays, dependent on management approval. Occasionally, early, late or weekend hours are required for duties onsite and offsite.

BENEFITS: Salary range is \$41,000-\$45,000. Employee benefits include health insurance, annual vacation and sick days, 12 paid holidays, term life insurance, additional disability insurance, parking, 401(k) retirement savings program with employer contribution and match, optional flex spending accounts for medical or dependent care expenses and other benefits as outlined in the employee handbook.

DISCLAIMER:

This description should not be construed to contain every function or responsibility that may be required to be performed by an incumbent in this job classification. This job description is intended to be general and will evolve over time. The description is subject to periodic updating. At management's discretion, the employee may be assigned different or additional duties from time to time.

I have received a copy of this job description and have had an opportunity to discuss it with my supervisor.

Printed Employee Name

Employee Signature

Date