

## Communications Director

**Job Title:** Communications Director

**Reports to:** President

**FLSA:** Exempt

**Employment Status:** Regular, Full time (40+ hours a week)

**Scheduled Hours/Week:** 40

### Company Overview

Marion County Commission on Youth (MCCOY) was established as an independent, non-profit organization in December 1993 to serve as Indianapolis' coordinating body. MCCOY's mission is to champion the positive development of youth through leadership on key issues and support of the youth worker community. MCCOY's four community roles are to serve as an Advocate, Capacity Builder, Convener and Resource. These roles have allowed MCCOY to open doors in the community and expand opportunities for young people.

*ADVOCATE:* MCCOY engages in advocacy on the local, state and national level.

MCCOY partners with advocacy organizations, direct service providers, young people and community members to ensure youth have a voice in policy decisions that affect them.

*CAPACITY BUILDER:* MCCOY prepares youth-serving organizations to support the development needs of youth through participatory trainings, program advice and networking opportunities.

*CONVENER:* MCCOY brings the community together to find innovative ways to address youth issues through open dialogue between youth workers, community advocates, young people and many others.

*RESOURCE:* MCCOY provides essential tools and information to young people, educational, government, health and youth program partners.

By remaining faithful to the role as central Indiana's youth services intermediary, MCCOY has been able to add value to the community by keeping the focus on developing the supports and opportunities needed for positive youth development.

### Description

The Communications Director is responsible for MCCOY's marketing, advertising and public relations functions, providing strategic leadership, setting creative vision and brand identity, and managing all operational and financial functions of these efforts.

<b>KEY Responsibilities</b>	<b>Est. % Time</b>
Plan & execute MCCOY marketing & public relations <ul style="list-style-type: none"><li>• Develop strategic marketing/communications plan to increase awareness, gain support and expand MCCOY's work</li><li>• Manage implementation of all marketing, branding, online, social media, and public relations efforts. Including, but not limited to:<ul style="list-style-type: none"><li>○ Developing and implementing marketing systems and standards to facilitate consistent communications across MCCOY programs</li><li>○ Developing agency marketing materials, including brochures, annual reports, newsletters, etc.</li><li>○ Developing and nurturing positive, strategic relationships with appropriate</li></ul></li></ul>	55%

## Communications Director

<ul style="list-style-type: none"> <li>media outlets             <ul style="list-style-type: none"> <li>○ Coordinating the development and distribution of media releases, press advisories and op-eds</li> <li>○ Managing website and social media tools</li> </ul> </li> <li>● Create and distribute original content to top-tier news outlets to position MCCOY as a thought leader in youth development             <ul style="list-style-type: none"> <li>○ Coordinate reoccurring segments/blogs for news sources</li> </ul> </li> <li>● Measure, analyze and report on marketing efforts regularly</li> <li>● Effectively represent MCCOY at occasional public events</li> <li>● Provide consistent marketing support for fundraising and fund development efforts</li> <li>● Support internal communication efforts</li> </ul>	
<p>Coordinate marketing efforts for MCCOY initiatives</p> <ul style="list-style-type: none"> <li>● With assistance from program coordinators, develop integrated marketing plans for MCCOY initiatives (Initiatives include Learning Network, Early Intervention &amp; Prevention, Youth &amp; Family directories, Public Policy and Advocacy, Summer Youth Program training)</li> <li>● Assist coordinators in marketing for initiatives and events. Including, but not limited to:             <ul style="list-style-type: none"> <li>○ Developing collateral materials</li> <li>○ Promoting events as needed, including registration site development, posting on community calendars, distributing press notices, etc.</li> </ul> </li> </ul>	45%

### **Knowledge, skills and abilities:**

Ability to work in a fast-paced environment; handle multiple projects and be highly organized; leadership skills within a team environment, proficiency with Microsoft Office products; strong written and communication skills; experience with Creative Suite design software (Illustrator, Photoshop and/or In Design), and a positive attitude. Excellent writing and grammar skills is a must. Familiarity with CMS websites, newsletter distribution system, and CRM database tools is preferred. Excellent writing Experience with photography, video production and editing is a plus.

### **Qualifications**

- Bachelors degree in journalism, marketing or communications
- Minimum of 5 years experience in marketing & communications with increasing levels of leadership
- Project management experience
- Experience with creating, implementing and evaluating successful strategic communications plans
- Successes in pitching to local news leaders and influencers
- Knowledge of local youth and family non-profit environment a plus