

YES
(Youth Enrichment Services)
Position Description

December 2021

Position Title: Communications and Partnership Outreach Specialist

FLSA Status: Exempt

Reports to: Ombudswoman

Youth Enrichment Services (YES) is a high-impact, innovative, community, and youth-driven organization whose primary mission is to empower youth through mentorship, education, and enrichment. As a 26-year-old agency, we are excited about our organizational history, legacy, and resiliency and are seeking highly qualified, highly motivated individuals to help us chart new territory and fulfill our mission.

As a Communications and Partnership Outreach Specialist, one will oversee and implement YES' branding strategy using multiple media outlets and creatively share and document YES' organizational impact with stakeholders and partners in an appealing and compelling manner.

The role more specifically requires one to:

Content Strategy and Development

- Develop and implement a communication strategy and campaign that includes media outreach and social media content creation to increase organizational viability
- Acquire and maintain a detailed knowledge of the company's policies, principles, and strategies, and keep up to date with relevant developments
- Collaborate with internal stakeholders to brainstorm content ideas, in line with the company's mission and in support of its brand initiatives
- Adhere to the company's branding guide, ensuring high-quality and error-free copy

Website

- Coordinate monthly meetings with website manager to discuss content updates or staffing changes
- Research and write press releases and content for the company website (testimonials, bi-weekly blogs, monthly student spotlights, monthly news features, among others)

Social Media

- Utilize electronic mechanisms and organizational platforms to plan and coordinate weekly media posting content for all social media outlets (twitter, Facebook, and Instagram)
- Develop graphics to include on various social media outlets
- Conduct market research to maximize, inform, and direct YES' long-term social media efforts

Partnership Engagement

- Build and maintain long-term relationships with key partners and external role-players
- Develop, compose, and disseminate monthly newsletter to partners and stakeholders
- Maintain partnership and stakeholder database and actively engage new partners
- Create and distribute quarterly reports to share with partners and stakeholders

- Identify, manage, and implement media efforts for specialty fundraisers (Giving Tuesday, Highmark Walk, etc.)

Other

- Coordinate photography efforts with internal media technician and external media partners to aid content development and programs/events
- Meet with Ombudswoman weekly to discuss and coordinate external and internal communication needs

Credentials

Required

- High School Diploma or GED equivalent
- 1-2 years of content writing experience for all media platforms
- 1-2 years of social media experience
- 1-2 years of graphic design experience
- Deadline driven task experience

Desired

- Bachelor's Degree in communications, journalism, public relations, digital media, or a related field
- Experience in marketing and communications
- A portfolio of work available for review

Skills

- Strong administrative, organizational, interpersonal, verbal communication, and writing and presentation skills
- Proficient in Word, Excel, PowerPoint, Google Suite
- Digital Medias (Canva, etc.)
- Self-motivation
- Collaboration Skills
- Community Outreach Skills
- Creativity and Innovation
- Meticulous and attentive to detail

Application Requirements

Please review our website(www.youthenrichmentservices.org) and submit your resume, a letter detailing your ability to fulfill the job expectations, and three professional references to dlijones@yespgh.org.