



## Philadelphia Youth Network, Inc. Job Description

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| <b>Job Title:</b> Communications and Marketing Specialist  |  | <b>Location:</b> 400 Market Street, Suite 200   |
| <b>Division:</b> External Relations  |  | <b>Department:</b> Communications and Marketing   |
| <b>Reports to:</b> Associate, Communications   |  | <b>Date Posted:</b>   |
| <b>Benefits:</b><br><input type="checkbox"/> Eligible<br><input checked="" type="checkbox"/> Not Eligible  | <b>Hours:</b> 37.5 hours/weekly<br><br><b>FLSA Status:</b><br><input type="checkbox"/> Exempt<br><input checked="" type="checkbox"/> Nonexempt | <b>Type of position:</b><br><input type="checkbox"/> Full-time<br><input type="checkbox"/> Part-time<br><input checked="" type="checkbox"/> Temporary/Seasonal<br><input type="checkbox"/> Intern |
| <p><b>About PYN:</b><br/>         The Philadelphia Youth Network (PYN) is a solutions-builder forging together significant players to alleviate a root cause of poverty by preparing 12-24-year-olds to become productive working adults. Our work is grounded in the understanding that young people need access to both education and employment, proven factors in being prepared for a career. With a track record of increasing impact, PYN funds and brokers action with the right partners to collectively address barriers. PYN constructs systems to create change, while innovating to meet evolving needs. Together with our partners, PYN dramatically changes the trajectory of individuals' lives by giving voice to underserved youth, and ultimately creating a pipeline for an educated, engaged workforce.</p> <p><b>About the Communications and Marketing Department:</b><br/>         The Communications and Marketing Department at PYN works to raise awareness of the organization, its bodies of work and its prominence in the fields of youth workforce development, education, research and collective impact. To accomplish this, we lead the organization's branding efforts and collaborate with internal and external partners and the media with the goal of creating accurate and appropriate messaging that is consistent with organizational standards. The Department is responsible for managing PYN's publications, online presence, media relations, events, and overall identity.</p> <p><b>General Job Description:</b><br/>         The Communications and Marketing Specialist works to execute PYN's communications and outreach strategies and position the organization locally, regionally and nationally. The Communications and Marketing Specialist will primarily be responsible for supporting content marketing throughout the summer employment program. This role is responsible for enhancing both internal and external communication initiatives, introducing new solutions to increase efficiency of communication, and serving as a self-motivated and fully-integrated member of the Communications team. The ideal candidate will possess great attention to detail and embody PYN's core values.</p> |  |   |
| <p><b>Essential Functions:</b></p> <p><b>Communications and Marketing Support</b></p> <ul style="list-style-type: none"> <li>• Collect, draft and curate content to promote PYN's body of work, especially the summer</li> </ul>   |  |   |

employment program, incorporating stakeholder voices including but not limited to youth, employers, providers, investors and key stakeholders

- Generate, schedule and evaluate content for PYN's social media channels including Twitter, Facebook, Instagram, Snapchat and LinkedIn
- Support public relations efforts including drafting press releases, media outreach, and coordination of press opportunities
- Coordinate internal communications and marketing requests, including developing timelines, procuring printing, and serving as a liaison between PYN staff and the Communications & Marketing department
- Review and proofread all major publications prior to printing and/or production
- Create and manage content for print and online communications to ensure consistent messaging and branding; develop key messaging to tell PYN's story in a clear, compelling manner to diverse audiences and elevate PYN's brand.
- Assist with generating responses to frequently asked questions and dissemination to all staff
- Contribute to reporting of communications and marketing efforts through data collection and analysis
- Coordinate with external photographers to schedule on-site photo shoots to capture PYN's work
- Ensure that PYN's photography database of images is maintained and indexed
- Contribute to PYN's internal and external newsletters

**Overall**

- Participate in and lead various cross-functional teams
- Support interns and volunteers
- Perform other job-related duties as assigned

**Education, Experience & Skills Required:**

- High school diploma or GED as well as pursuing additional education, Communications or Marketing experience required
- Experience with social media including Twitter, Facebook, Instagram, Snapchat and LinkedIn
- Excellent customer service skills
- Strong verbal and written communication skills
- Ability to take ownership and drive responsibilities through to completion
- Strong organizational, analytical, critical thinking and problem-solving skills
- Detail-oriented
- Ability to excel in a high-performing team and project a positive attitude
- Proficiency in Microsoft Windows and Office
- Ability to work evenings and weekends is preferred
- Skill in the use of personal computers, related software applications and ability to integrate technology into operations
- Familiarity with PYN initiatives is preferred, but not required
- Successful completion of background checks (PA state criminal, Department of Public Welfare Child Abuse and F.B.I. fingerprinting)

**Interested candidates should send a cover letter and resume to [jobopps@pyninc.org](mailto:jobopps@pyninc.org).**