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Philadelphia, PA 19106

Career Opportunity

Communications and Marketing Specialist

This position is grant-funded from January – September 2020

Philadelphia Youth Network (PYN) has an immediate opening for a temporary full-time Communications and Marketing Specialist will support all aspects of communications and outreach related to PYN's work and programs, particularly summer jobs.

The **Communications and Marketing Specialist** will support outreach to youth regarding summer jobs including efforts for awareness via a citywide campaign, recruitment and enrollment. Primary responsibilities include:

- Supporting outreach efforts to youth and young adults regarding programming, including summer jobs. This may include using communications tools including calendars, databases and mass email platforms
- Collaborating with external vendors as needed to support a citywide campaign for summer jobs, targeted to youth and young adults to assist with recruitment and enrollment
- Drafting content for outreach tailored to the audience of youth and young adults.
- Collaborating internally to streamline communication, both processes and content, to support clarity in outreach
- Supporting other Communications and Marketing efforts for PYN, as needed
- Supporting high volume summer activities at PYN as needed

Position requirements:

- Bachelor's degree in Marketing, Communications, Public Relations or relevant field preferred
- Requires familiarity with marketing campaigns, mass media and outreach efforts
- Strong writing skills, particularly to a youth audience
- Familiarity with Constant Contact preferred
- Experience with social media including Twitter, Facebook, Instagram, Snapchat and LinkedIn preferred
- 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.

PYN alleviates poverty by preparing young people to succeed in tomorrow's workforce. PYN coordinates partners that connect young people to education and employment experiences, equipping them with the skills employers need. As a result, PYN creates a system of services that help young people become successful, creating a diverse local talent pipeline. Learn more at pyninc.org.