

# YWCA IS ON A MISSION

White Plains & Central Westchester

## COMMUNICATIONS MANAGER

### *Introduction:*

*As we like to say, "We're not new to it, but we are true to it."*

The YWCA White Plains & Central Westchester (YWCA) is the oldest and largest women's organization in the region. For more than 90 years, YWCA has been on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities. We are one of the oldest, most diverse women's organizations in the US and the world.

We are committed to empowering people to create change in their lives and their communities. Whether we are providing supportive housing for homeless women, or cultivating girls to be leaders, or educating children for brighter futures, or standing up against racism, or putting health & wellness and competitive sports within reach of the underserved, we are there! Today we serve more than 4,000 people each week.

Our mission is real, genuine, and authentically pursued by the entire staff. We are positioned for IMPACT!

***If this sounds interesting to you...keep reading!***

The YWCA White Plains & Central Westchester is looking to hire for the position of **Communications Manager**. Under the supervision of the Chief Development Officer (CDO) the Communications Manager will serve as a critical member of the Development Team. The Manager will articulate, implement, and execute specific communications tactics and strategies in three major areas:

1. Development Communications
2. Programming and Mission Driven Communications
3. Marketing Communications

The Manager will be the YWCA's expert in the day-to-day external messaging to support our fundraising goals and our programs, including social media (Facebook, Instagram, Twitter, LinkedIn, etc.), email marketing, and development of web content and collateral materials. The Manager will work closely with the Development Associate to support fundraising campaigns

and events. Additionally, the Manager will provide support and assistance to the Chief Operating Officer to enable completion of other communications objectives.

This is a hybrid position that will include working *both* on location at the North Street Activity Center in White Plains, NY and working remotely. This job cannot be worked completely remote.

## **Key Responsibilities**

### ***Development Communications***

- Building our donor awareness by effectively communicating the impact of our work by developing and supporting the following platforms and activities:

o Targeted email, social media, press releases, web content, and collateral assets across our development plan, including:

- Fundraising events
- Fundraising campaigns
- Annual reports
- Monthly newsletter
- Donor stewardship

### ***Programming and Mission Driven Communications***

We do this through external communications (to YWCA members and to external constituencies) and internal communications (to staff). The position will support both mission-related communications and programs and services through email, social media, web content and collateral assets across our annual calendar, including:

- Program registration announcements and program updates
- Signature Mission-Driven programming such as Stand Against Racism, Women's History Month, Black History Month, etc.
- Breaking news

### ***Marketing***

Supporting various programs and services through the crafting of compelling storytelling and information via electronic, print, and multimedia collaterals including:

- Brochures
- Flyers
- Newsletters
- Media Kits

Other Responsibilities as assigned by the Chief Development Officer.

## **Qualifications**

### **Work Experience:**

- A minimum of three years of relevant communications experience; nonprofit experience is a plus.

### **Knowledge/Skills/Abilities:**

- Professional experience managing Facebook, Instagram, Twitter, and LinkedIn social media platforms; proficiency with Hootsuite is highly preferred.
- Working knowledge of ConstantContact or a similar email platform is preferred
- Donor database experience using DonorPerfect, or a similar donor database is not required but is a plus.
- Intermediate level of proficiency in Excel, PowerPoint, and other Microsoft suite products.
- Intermediate or higher-level proficiency with Canva or other design software.
- Basic familiarity with WordPress.
- Working with external website, graphic design, and other contractors as needed.
- Familiarity with the White Plains and/or Central Westchester community is a plus.
- Able to maintain professional demeanor under stress.

### **Physical Demands:**

- The physical demands of this role are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job. Reasonable accommodation may be made to enable individuals who substantiate an inability to perform the essential responsibilities and functions of the job.

### **Environmental Demands:**

- The environmental demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive:
- Exposure to a variety of childhood and adult diseases and illnesses.
- Occasional exposure to a variety of weather conditions.
- Exposure to heated/air conditioned and ventilated facilities.
- Function in a workplace that is usually moderately noisy but that can be very noisy at times.

### ***The Last Word...***

The YWCA White Plains & Central Westchester is a dynamic organization whose mission is to eliminate racism and empower women. Each week over 4,000 women, children and their

families are served through our childcare, nursery school, after-school, summer camp, athletic and mission-based programs. In addition, the YWCA provides a home for 193 low-income women at our Residence.

**The YWCA White Plains & Central Westchester is an Equal Opportunity Employer. We encourage people with disabilities, minorities, veterans, and women to apply. Applicants and employees will not be discriminated against on the basis of any legally protected category, including sexual orientation or gender identity.**

Job Type: Full-time

Pay: \$55,000.00 - \$65,000.00 per year

COVID-19 considerations:

The YWCA continues to practice customary COVID-19 safety protocols as follows:

- Mandatory vaccination of all staff
- Personal protective equipment provided or required
- Temperature screenings
- Social distancing guidelines in place

If you are interested in this position, please apply [HERE](#)