



## Communications Coordinator

Community Capital New York is a Westchester based not for profit that provides loans and business coaching to small businesses throughout the Hudson Valley. We are seeking an on-site, part time (20 hours/week) communications professional to craft, implement and oversee a communications and outreach strategy for the organization and its programs to increase the number of clients that we serve.

### Responsibilities will include:

- A lead role working with Marketing Consultant to refine target market and channels to reach it
- Lead Website re-design; maintain integrity and timeliness of revised site.
- Create content for brochures and other marketing materials about the organization, in general, and the small business lending program, specifically
- Coordinate and execute external communications including use of appropriate social media
- Manage public relations efforts, including the preparation of press releases and grow new relationships with the media.
- Oversee brand management and support agency staff in learning and using it effectively.
- Ability to photograph and/or videotape clients for social media
- Ability to lead basic level marketing workshops for our clients
- Develop event flyers (both digital and traditional) for distribution
- Work with staff on various tasks as applicable

### Position Qualifications:

- A combination of education and/or experience commensurate to the demands of the job.
- Experience and proficiency in social media marketing and strategies, including managing content
- Experience with Google Analytics, AdWords, Facebook Manager a plus
- Firm knowledge of SEO, SEM, paid, earned programs for digital communications with strong analytical skills to assess campaign performance, and create actionable recommendations.
- Experience with photography and video
- Website administration experience
- Solid understanding of communications and public relations strategies
- Computer proficiency with command of MS Office, Adobe Acrobat, Photoshop, web content management programs, and social media management tools
- Excellent written, verbal and organizational skills.
- Availability to work a flexible schedule when needed
- Valid NYS Driver's license and willingness to periodically travel to various locations throughout the Hudson Valley
- Spanish fluency a plus

The position reports to the CEO. Please submit a cover letter explaining why you would be a good fit for our organization along with a current resume to: [hr@communitycapitalny.org](mailto:hr@communitycapitalny.org) no later than August 10, 2018. Professional references required.

Compensation package includes competitive salary, paid vacation and paid holidays. Any employment offer is contingent upon approval of the US Small Business Administration.

Community Capital is an Equal Opportunity Employer.