

Youth Opportunities Unlimited, Inc.
Victory Park Warming House
224 Brock Avenue, New Bedford, MA 02744
508-954-6586
www.younb.org



Marketing and Communications Manager

Reports to: Executive Director
Job Status: Part-Time
Compensation: Hourly
Start Date: June 30, 2024

Organization Overview

Youth Opportunities Unlimited (Y.O.U.) is a 501 (c) 3 nonprofit organization that serves 400+ New Bedford youth a year. ***Our mission is to tap into the wonder and curiosity of youth to seek adventure and learn naturally.*** We do this by offering bicycling trips, outdoor adventures, and indoor workshops year round.

Our vision is for all youth to develop a strong sense of self, gain essential life skills and discover their passions that bring them joy and positively impact their community.

Office Location: This position is based in New Bedford, MA, and requires coming into the office at a minimum of two days a week with additional in-person meetings as needed. This position may also require occasional weekend and evening hours, as well as local travel.

Roles and Responsibilities

The Marketing and Communications Manager will be the lead storyteller on Y.O.U.'s development team and will work closely with the Executive Director, Program Director, and Development Manager.

The Marketing and Communications Manager must be passionate about sharing Y.O.U.'s mission and impact with multiple audiences including community members, corporate partners, youth, families and potential supporters across Greater New Bedford. It will be essential for the Communications Manager to ensure brand

consistency and information accuracy for internal and external print and digital communications.

The following is an overview of the Marketing and Communications Manager's top priorities:

- **Cross Organization Collaboration:** Collaborate with the Program Team to maintain up-to-date knowledge/understanding of program activities, impact, outcomes, and needs. Meet regularly with program staff to determine communication needs, collect data and overall program impact, strategy, schedule, and opportunities. Support the program team as needed in order to best serve the youth and the community.
- **Social Media:** Act as the lead person on the team for all social media posts. Manage existing social media platforms and identify new opportunities to remain current with trends and best practices. Analyze social media metrics, share results and adjust strategies based on outcomes.
- **Email Marketing:** Manage all of Y.O.U.'s email communications. Design and create all email campaigns. Oversee email lists, segmentation, and content development. Analyze email metrics, share results and adjust strategies based on outcomes.
- **Collateral Materials:** Design and create all collaterals for Y.O.U. including quarterly newsletters, annual reports, flyers, banners, posters, infographics, and other marketing materials. Capture, collect and maintain the photo and video libraries.
- **Website:** Create and update content for Y.O.U.'s website, collaborating with the web developer when necessary. Utilize assessment tools within Squarespace and other tools such as Google Analytics to analyze website performance and identify improvements in user experience.
- **Public Relations:** Write and disseminate all press releases, media alerts, and informational documents. Serve as the main point of contact for all media and address media requests. Track media coverage and work to expand and build meaningful relationships with an established media database. Research media coverage and industry trends as needed.

Job Requirements

- A deep passion for working directly with and empowering youth in New Bedford
- Willingness to be on site with the program staff in Greater New Bedford as needed.
- Strong understanding of social media platforms including but not limited to Facebook, Instagram, YouTube, TikTok, LinkedIn, etc.
- One to three years of experience working in a marketing or communications capacity for a nonprofit organization
- Extremely detail-oriented with strong project management skills
- Excitement for joining a fast-paced team environment
- Outstanding written and verbal communication skills
- Outstanding organization and leadership skills
- Demonstrated ability to take initiative, stay organized, delegate work, and support team members in meeting responsibilities
- Ability and willingness to ride a bicycle with program participants.
- Advanced proficiency with Microsoft Office Suite, Canva, G Suite
- [Preferred] Experience with Little Green Light or similar database.
- [Preferred] Bachelor's Degree in communications, marketing, or similar area

Next Steps

To express interest in this position please email your resume and cover letter explaining why you would like to be considered for this position to Alyson Molloy Hussey Consulting: alyson.molloyhussey@gmail.com with the subject line : Y.O.U. Marketing and Communications Manager. We thank all who express interest in this position. Only applicants who are selected for an interview will be contacted. Applications will be reviewed on a rolling basis.

[Note that we also have another job position open for full-time Development Manager.]

YOUTH OPPORTUNITIES UNLIMITED IS AN EQUAL EMPLOYMENT OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Youth Opportunities Unlimited values a diverse, equitable, and inclusive workplace and strongly encourages women, people of color, LGBTQIA+ folks, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, medical condition or any protected category prohibited by local, state or federal laws.