



**The Family Center (TFC)** is a nonprofit providing behavioral and mental health services, as well as social and legal services, to families affected by illness, crisis and loss. The Family Center has pioneered programming design and research to address the myriad of issues that challenge vulnerable New Yorkers and their families. Please visit our website at [www.thefamilycenter.org](http://www.thefamilycenter.org) to learn more.

The Family Center's is looking for a **Part-time Communications Associate**, who will be responsible for the execution of communications projects, contributing insights and ideas on project management and department processes related to communications, developing content through writing and/or design, and the management of workflow in accordance with TFC's overall branding and communications strategy.

This position will report to the Director of Development and Communications, and will support critical functions that will enable TFC to grow our audience, engage with stakeholders, and optimize outreach efforts to varied constituent groups. Key components of the role include managing TFC's social media channels, developing communications collateral, and supporting both client recruitment and revenue development efforts. Additionally, the Associate will stay up-to-date on best practices and trends, and maintain technical skills.

#### **Primary Responsibilities**

- Assist with the development and execution of agency communications strategy, in line with TFC strategic objectives and plans
- Manage external and internal communications with constituent groups, including, but not limited to: donors and volunteers, clients, and staff
- Assist with drafting, editing, and copywriting collateral targeting these constituent groups
- Manage social media presence and posting on Facebook, Twitter, LinkedIn, and Instagram platforms
- Develop content for social media that is both proactive and reactive
- Attend various events, groups and activities in order to capture content for social media
- Develop protocols and procedures for creating and disseminating fliers that promote client groups, events, and recreational outings
- Develop separate newsletters, including content and calendars, for donors and volunteers, clients, and staff
- Manage MailChimp communications with clients, providers and community members

- Collaborate with agency staff to secure updated reports from the client-level databases
- Manage Google AdWords and ensure that the agency maintains its Google Grant
- Analyze communications data (social media, Google Ad Words, etc.) and generate reports on this data to inform ongoing strategy
- Other duties as assigned

#### **Required Qualifications**

- Ability to interact with a wide range of stakeholders from diverse backgrounds, including community members, Board members, donors, funders, press, volunteers, clients, etc. with professionalism, discretion, and empathy
- Excellent communications skills
- Social media savvy
- Flexible and willing to work in variety of work environments
- Committed to racial and social justice
- Able to participate and thrive in a collaborative, fast-paced team environment
- Curious, creative and willing to take initiative
- Skilled at multitasking
- Strong attention to detail and project management skills, and highly organized

#### **Desired Qualifications**

- Associates, Bachelors or Master's Degree in a relevant field
- Fluency in Spanish
- Working knowledge of Google AdWords, MailChimp, Hootsuite, and RENXT platforms
- An eye for design
- Interested in social work and/or technology

**Location:** This position is eligible for hybrid work. Our office is located at 493 Nostrand Avenue, Brooklyn, NY, which is conveniently located steps away from several public transportation options.

**Starting Pay Range:** \$30-\$32 per hour

**Schedule:** Part-time, 21 hours per week with occasional additional hours. Work hours may vary and must be flexible with scheduling. Must be able to work occasional weeknights and weekends as needed

**Employee Benefits:** The Family Center is proud to offer part-time employees that regularly work 20 or more hours per week paid vacation time, paid sick time, paid time off for holidays, a 403(b) retirement plan, and various professional training and development opportunities.

The Family Center is a registered 501(c)(3) nonprofit, and is an eligible employer for the Public Service Loan Forgiveness Program.

At The Family Center, we are dedicated to creating a positive work environment for our team. We value relationship-building and collaboration within and across its departments. We also greatly value and appreciate our team members, their well-being and work-life integration. We strive to create a workplace where staff feel supported and receive ongoing coaching, training and opportunities for growth. The Family Center is also committed to diversity, equity and inclusion (DEI) and has a DEI program that all team members have the opportunity to participate in and contribute to.

### **How to Apply**

Please email your resume and cover letter to [jobs@thefamilycenter.org](mailto:jobs@thefamilycenter.org) and put “Communications Associate” in the subject line. In your cover letter, please include where you found this job posting. Applications will be accepted on a rolling basis. Applications submitted without a cover letter will not be considered.

The Family Center appreciates the time that candidates put into their applications, and carefully reviews each one. Due to a high volume of applicants, however, the Family Center is only able to contact those candidates that are selected for further consideration.

### **Equal Opportunity**

The Family Center is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.