



Youth-led change for a healthy future

## **Position Title: Communications Manager**

Reports to: Development Director

### **Organization Overview:**

The Sylvia Center's (TSC) mission is to teach young people about the connection between food and health through nutrition-focused, culinary programming. It helps young people and families take control of their health through better food choices and encourages them to be healthy food advocates in their communities.

The Sylvia Center works in under-resourced neighborhoods, engaging students from 4-24 years-old and family members. TSC partners with community-based organizations, schools, and businesses in all five boroughs of New York City, the Hudson Valley, and the Capital District. A 501(c)3 nonprofit organization, TSC has a full-time staff of nine and a part-time staff of about 30 with an operating budget of approximately \$1.5 million. Since its founding in 2007, TSC has served more than 38,000 participants.

### **Job Overview:**

The Sylvia Center is seeking a Communications Manager who will be responsible for email and social media communications, website and online content management, program and fundraising event collateral, and communications data analysis and management. In collaboration with the Development Director, the Communications Manager will develop a communications strategy and content calendar for The Sylvia Center and be tasked with its implementation, with the support of part-time team members. The ideal candidate will be a strong writer with experience creating content using engaging copy and graphic design. The Communications Manager is responsible for increasing overall brand awareness and improving the marketing efforts of The Sylvia Center.

We are a diverse group of food loving individuals who proudly support our mission of healthy food education. By joining our team, you will get:

1. An organization that believes and invests in employee growth, development, and success. More than 70% of staff have been promoted to the next level of responsibility at our organization.
2. A generous time off package, including 15 vacation and 5 personal days, 11 holidays, sick leave, and a paid week off at the end of the calendar year.
3. Employee healthcare benefits with 80% employer contribution.
4. Free staff lunch when on-site at the Bronx office.
5. Opportunity to travel within New York City and to our farm in the Hudson Valley.

### **Responsibilities:**

- Collaborate with the Development Director to develop a communications strategy and maintain a yearly content calendar.
- Create consistent and engaging social media and email content by creating video, graphics, and copy.
- Post social media content and engage with partners on social media platforms.
- Manage website content including adding images, blog content, program information, and SEO tags.

- Assist in the design of marketing collateral for programming and fundraising events.
- Analyze communications data, provide insights into patterns, and recommend improvements.
- Maintain databases of communications assets.
- Supervise printing/photography/video vendors, as needed, for events and website.
- Oversee intern communications projects and part-time staff in content creation.
- Other related assignments as necessary.

**Qualifications and Skills:**

- 1-3 years of work experience in communications, with nonprofit experience a plus
- Strong written communications skills, with the demonstrated ability to flex writing style based on communications channel
- Experience, enthusiasm, and clear vision for social media and familiarity with social media tools and trends.
- Demonstrated success in email marketing and/or editorial content creation.
- Proficient in Microsoft Office, including Excel and PowerPoint, and Google Workspace for business, including Google Slides and Sheets.
- Knowledge of MailChimp, Canva, Wordpress, and Adobe Creative Suite.

**You should apply to this position if you are:**

- Energized by working collaboratively with a small team
- A professional with a keen attention to detail and exceptional organizational and problem-solving skills
- A lifelong learner who considers new tasks growth opportunities
- Flexible, open-minded, and a highly engaged team player
- Able to manage multiple projects simultaneously and consistently meet deadlines
- Able to work a few evenings and weekends as necessary to get the job done
- Passionate about food education, food justice, and food access

**Compensation and Work Hours/Location:**

The Sylvia Center offers competitive wages. This is an Exempt, full-year salaried position offering \$65,000.

This position is a hybrid work role and business hours are flexible. Occasional evening and weekend work is required to support organizational fundraising and programmatic events. Ability to travel between offices and program sites may be requested from time to time.

**To Apply:**

Candidates should email their resume and a cover letter to The Sylvia Center [info@sylviacenter.org](mailto:info@sylviacenter.org). Please include the position title and your last name in the email subject line.

The Sylvia Center is an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy, gender identity and sexual orientation), national origin, caste, tribe, age (40 or older), disability status, protected veteran status or any other characteristic protected by law. Individuals must be vaccinated against Covid-19 to work at TSC sites.