



City Year, Headquarters

POSITION ANNOUNCEMENT
Manager of Media Relations

About Us

City Year is an education-focused, nonprofit organization founded in 1988 that partners with public schools and teachers to help keep students in school and on track to succeed. In 24 communities across the United States and through two international affiliates, this innovative public-private partnership brings together teams of young AmeriCorps members who commit to a year of full-time service in schools. Corps members provide individual support to students who need extra care and attention, focusing on attendance, behavior, and course performance through in-class tutoring, mentoring, and after school programs.

City Year is recognized by Charity Navigator, America's premier charity evaluator, as a four-star rated organization for each of the last eight years, placing it among the top 1% of all organizations rated. City Year is also a five-time winner of Fast Company Social Capitalist Award and has been recognized in leading business and management books including Built to Last and Forces for Good: The Six Practices of High-Impact Nonprofits.

Our Service

As one of the fastest growing nonprofit organizations in the country, City Year is laser-focused on reducing the dropout crisis in America. City Year partners with schools and teachers to place trained young adults in schools where they're needed most to provide individual support to students who need extra care and attention. Working side-by-side with teachers, our Corps Members use research-based tools and techniques to help students who are struggling—so more kids stay in school and on track to succeed.

By addressing the needs of the whole child, we help transform the whole school. With the hands-on support they need to succeed, more students are ready, willing and able to learn, which creates a more positive and productive learning environment for the whole school.

Our Footprint

Founded in Boston in 1988, City Year has established programs in 24 cities, including Baton Rouge, Chicago, Cleveland, Columbia, SC, Columbus, Denver, Detroit, Jacksonville, Little Rock/North Little Rock, Los Angeles, New Orleans, Miami, Milwaukee, New Hampshire, New York, Orlando, Greater Philadelphia, Rhode Island, Sacramento, San Antonio, San José/Silicon Valley, Seattle/King County, and Washington, D.C., and international affiliates in Johannesburg, South Africa and London, England. City Year is a proud member of AmeriCorps.

Position Overview

The Manager of Media Relations is an experienced public relations professional with outstanding capabilities in national media relations, who works closely with the Vice President of Communications to advance the organization's goals through public relations initiatives. The Manager of Media Relations will

develop innovative and unique initiatives aimed at attracting media attention, as well as establishing and maintaining positive relationships with elected officials, thought leaders, donors and potential donors, and education experts.

The Manager of Media Relations supports City Year's mission through media relations. This position is charged with creating and executing the creation of special initiatives designed to promote the City Year brand to key audiences, as well as guide existing initiatives in the proper branding and messaging consistent with our external goals. The Manager of Media Relations serves as primary external affairs liaison between the national Communications team and local Brand Managers.

Responsibilities

- Primarily responsible for pitching national media on City Year stories, consistent with City Year's message calendar.
- Coordinate and support media outreach for City Year nationally, and build templates for effective media communications for local sites.
- Execute external relations strategies as they relate to City Year's national partnerships.
- Build and maintain relationships with national media, including targeted education and non-profit media.
- Recognize external media opportunities as they arise, consistent with the natural, national news cycle, and mobilize internal resources to capitalize on those opportunities.
- Work with the VP of Communications to develop innovative initiatives aimed at building relationships with elected leaders, education experts, donors and potential donors, and other thought leaders in the fields of education, corporate responsibility, civic engagement, and national service.

Qualifications

- Undergraduate degree, advanced degree a plus
- Strong understanding of communications, media outreach and public relations
- 4-6 years of experience in strategic communications, public relations or related field
- Solid understanding of media relations, and track record of implementing media relations campaign
- Experience successfully pitching national media stories, with portfolio of national placements in print and broadcast media.
- Demonstrated ability to brand unique, comprehensive public events, gaining wide-ranging media attention.
- Strong verbal and written communications skills, including superior editing skills.
- Ability to multitask and take initiative in managing several projects.
- Solid computer skills including knowledge of Microsoft Office and familiarity with databases.
- Experience in web publishing, Adobe Acrobat, PageMaker and Photoshop a plus.

Compensation and Benefits

Compensation commensurate with experience. Excellent benefits including health insurance, vacation, holidays, parental leave, 401K, flexible spending account and more.

To Apply

Interested qualified applicants should submit a cover letter, references, & resume to:

City Year Headquarters
Manager of Media Relations
287 Columbus Ave.
Boston, MA 02116
Attn: Amy Born, Director, Talent Acquisition and Development
cyjjobs@cityyear.org

City Year is committed to a diverse workforce. Individuals from all backgrounds are encouraged to apply.