



City Year, Headquarters

POSITION ANNOUNCEMENT
National Recruitment Marketing Associate

About Us

City Year is an education-focused nonprofit organization that partners with public schools to help keep students in school and on track to graduate. City Year AmeriCorps members commit to a year of full-time service in schools, where they work as tutors, mentors, and role models. Founded in Boston in 1988, City Year works in 25 cities across the United States and has international affiliates in London and Birmingham, England and Johannesburg, South Africa.

City Year has earned Charity Navigator's highest rating since 2003, certifying our commitment to accountability, transparency, and responsible fiscal management. Only 1% of charities have received this distinction for nine consecutive years, placing City Year among the most trustworthy nonprofits in America.

Our Service

Who We Serve: Nearly one million students give up on school each year – and 50% of those dropouts come from over 10% of schools. City Year AmeriCorps members serve where the need is greatest. Of the 242 schools we serve, three quarters are among the lowest performing 5% in their state.

How We Work:

- Partnering with public schools and school districts to support their goals and provide additional support – the human capital – required to make a difference with students who are at risk of dropping out. City Year AmeriCorps members serve in grades 3 through 9.
- Targeting high-need schools and students by training AmeriCorps members to intervene based on the three early warning indicators of dropping out, the ABC's – poor attendance, behavior, and course failure in math and English.
- Harnessing the power of young adults – 18 to 24 year olds – who provide at least 1,700 hours of service each year. Younger than the teachers but older than pupils, AmeriCorps members are uniquely positioned to form a strong bond with students and help them succeed.

Our Model: Whole School Whole Child: City Year's school-based model is called Whole School Whole Child (WSWC). AmeriCorps members tutor students identified as at-risk of dropping out, serve as an additional resource for teachers in classrooms, and lead afterschool programs and school-wide initiatives to improve school culture. Each school where we serve has at least one team of 8-12 AmeriCorps members, instantly increasing the ratio of adults: children in the building.

Position Overview

The National Recruitment Marketing Associate is responsible for driving awareness and understanding of City Year at top feeder schools and partnering with recruiters, national Social Media, and PR Manager for execution. This position will also create national materials for recruiters to use in their efforts. This position reports to the Senior Director of Marketing and works closely with National Recruitment leadership.

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

Responsibilities

- Drive awareness and understanding of City Year among college students at university level by managing media relations (traditional and social) for top 15 campuses and identify effective and innovative ways to reach student populations of these campuses.
- Execute all campaign elements that can be achieved remotely and partner with regional recruitment for execution of tactics that require local activation Partner with Social Media.
- Manager to develop social advertising targeting college students at top campuses.
- Report on analytics following each deadline. Develop a national internal recruitment program to promote the Senior AmeriCorps opportunity.
- Provide strategy and materials for Recruiters and Program teams to promote opportunity at each site.
- Create e-mail templates, videos, and other digital media to support the campaign. Develop timeline, creative, and accountability protocol for a national campaign (“Fill Your Boots”) to engage currently serving AmeriCorps members in recruiting the FY16 corps from their personal networks.
- In partnership with national design team, create materials that can be localized for recruitment events, tabling, career fairs, FAQs, etc.
- Develop templates and tools to be housed in print on demand solution.
- Manage collateral and premiums ordering process for network and recruitment budget management.
- Assess the need for materials for high school recruitment and develop as needed.
- Develop alumni profiles across career sectors for recruitment directors and managers.
- Meet bi-weekly with National Recruitment team.
- Attend network-wide Recruitment Team calls, MarComm meetings, Brand Manager calls, and social media calls. Participate in Serve Where Most Needed interviews where needed.

Basic Qualifications

- At least two years of experience in relationship development with institutions such as colleges, high schools, clubs, and community based organizations to meet organizational objectives.
- Strong written communication skills for internal and external audiences.
- Calendar management, event planning, and logistics experience.
- Experience working in a team environment.
- Analytical and problem solving skills, finding both short term and long term solutions.
- Exhibit a passion for City Year’s mission and values.

Compensation and Benefits

Compensation commensurate with experience. Great benefits including health insurance with Flexible Spending Account, paid vacation, holidays, parental leave, 401K, and more.

City Year is invested in the growth and development of talent. As an organization, we strive to empower our people to take responsibility for their own career management and provide opportunities for growth.

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