



Communications Coordinator

Organization Texas Network of Youth Services (TNOYS)	Date April 2022
Position Title Communications Coordinator	Location Austin, Texas

POSITION DESCRIPTION:

The Texas Network of Youth Services (TNOYS) seeks a Communications Coordinator to support the execution of TNOYS content marketing and storytelling initiatives, support the success of TNOYS events, track and report on the effectiveness of TNOYS communications campaigns, and coordinate with press contacts/ new media requests. Since 1980, TNOYS has led the charge to strengthen and support the organizations that work for and with Texas' most resilient youth and young adults to ensure their success. This work is guided by four priorities: equity and inclusion, youth voice and youth-adult partnership, research and performance-driven programming, and cross-systems collaboration. These priorities drive TNOYS' strategy to advance systems change in the following youth-serving systems: housing and homeless services, child welfare, justice, education, workforce, health and behavioral health, and victim and survivor services. **Individuals with lived experiences with these systems are strongly encouraged to apply.**

The Communications Coordinator works with various internal TNOYS teams, external stakeholders, and TNOYS member organizations to strengthen the organization's brand and execute storytelling and awareness campaigns. This role requires excellent writing, communication, and logistical skills, keen attention to detail, and the ability to collaborate effectively with both professional stakeholders and youth and young adult (YYA) partners. Most immediately, the Communications Coordinator will drive a new TNOYS project to connect systems-involved youth with accurate, persuasive information on the COVID-19 vaccine and access. The goal is to ultimately increase vaccination rates among YYA.

Reports to: Director of Communications

Principal Responsibilities:

Support YYA Storytelling and Awareness Initiatives:

- Support the development of videos, blog posts, social media, and other materials to educate YYA and the providers that serve them on the health-related needs of systems-involved YYA and the importance of vaccine access. Coordinate with TNOYS' Partnerships team, YYA partners, and Young Adult Leadership Council as part of this effort
- Support TNOYS marketing campaigns and social media events such as our bi-monthly

Twitter Town Halls.

- Work directly with young adults to elevate their personal stories for media, advocacy, organizing, and policy opportunities
- Identify and proactively secure opportunities for young adults to tell their stories in the media and on online content platforms
- Coach storytellers to prepare them for interviews, videos, op-eds, blogs posts, etc.

Support TNOYS' Content Marketing and PR Efforts:

- Develop marketing materials to help us better reach and engage TNOYS members, stakeholders in youth services, and youth and young adult partners. This can include blog posts, videos, fliers, e-mail marketing, and social media campaigns.
- Draft press releases, editorials, media pitches, holding statements and talking points that publicize and support TNOYS' mission and goals.
- Assist Director of Communications with drafting Op-eds and blogs and synthesizing state and national statements, policy and program materials to develop story angles and pitches for media.
- Write, edit and distribute news releases and statements and craft personalized pitches for reporters, editors and producers to land high-quality media coverage at national, regional and local levels across all types of media.
- Support the development of messaging and consistency across communications vehicles, including the website, email and print newsletters, campaign collateral, reports, and social media for all audiences, internal and external, and communities.
- Ensure TNOYS' website content is streamlined and up-to-date. Own weekly content updates as well as larger scale updates to continually optimize the website.
- Support with editing reports, marketing emails, and other content and review materials for brand consistency.
- Contribute to communications team's day-to-day media relations work including
- developing press lists, writing press materials, and media monitoring.

Communications General Support:

- Coordinate logistics for TNOYS events and provide day-of event support. Support with organizing event data in Salesforce
- Collect data from members/ stakeholders. Take the lead on assisting members and stakeholders with utilizing our resources and engaging their YYA clients
- Fact-check, edit, and ensure the quality of TNOYS reports
- Conduct grant reporting for Coordinator-managed projects, including tracking data, developing and following planning materials, contributing to grant reports, and ensuring activities align with stated objectives and deliverables
- Sustain and expand partnerships with local and national coalitions, committees, and other organizations that work across youth-focused systems: housing and homeless services, child welfare, justice, education, workforce, health and behavioral health, and victim and survivor services

- Represent TNOYS at relevant stakeholder meetings, coalitions, and events
- Support and provide feedback to Operations, Policy, Partnerships, and Practice teams as requested
- Participate in team meetings, events, and professional development opportunities
- Provide administrative support as needed for the TNOYS Communications team
- Coordinate and support special projects as assigned

Qualifications:

- Bachelor's degree required. **Lived experiences can be substituted for educational requirements.**
- Minimum 2 years of communications and content marketing experience
- Excellent writing and oral communication skills with a strong attention to detail
- Ability to execute on a range of written marketing pieces, including email copy, social media, and press releases
- Experience in public relations, including the ability to build relationships and coordinate effectively with journalists and other media contacts
- Ability to build effective and strategic partnerships with a wide range of partners. Experience building relationships with youth and young adult partners preferred
- Project management skills with the ability to manage and execute events
- Comfortable in a fast-paced start-up atmosphere and remote work environment
- Strong interpersonal skills and ability to work in a team environment
- Excellent organizational and time management skills. Ability to manage several tasks/projects concurrently and prioritize work effectively
- Graphic design skills preferred

Salary & Benefits:

Competitive annual salary of \$40,000 - \$49,999 annually, depending on qualifications. Comprehensive benefits package, including medical and dental coverage, and generous vacation, etc.

How to Apply:

To apply, please send a resume and cover letter to resumes@tnoys.org and write "Communications Coordinator" in the subject of email. The proposed start date of the position is May 16, 2022 or earlier if possible. Applicants will be screened on a rolling basis and interviews will be scheduled as qualified applicants are identified. **The final date to submit your application is April 29, 2022.**

About TNOYS:

TNOYS works to strengthen services and support for Texas youth and families to help them overcome challenges and achieve healthy development. We work with young people across Texas to center their voices in the policies and programs that most affect them. Our network of members share a vision of Texas where all youth and young adults are valued, their strengths are recognized, their voices are heard and respected, and they have access to the resources, opportunities, and support they need to meet their goals.

TNOYS is an equal employment opportunity employer and strongly encourages diverse candidates to apply. TNOYS does not discriminate on the basis of race, color, religious creed, sex (including pregnancy), gender, national origin, ancestry, citizenship, age, medical condition including genetic characteristics, mental or physical disability, veteran status, marital status, sexual orientation, gender identity, (including transgender status), weight, height, linguistic characteristics (such as accent and limited English proficiency, where not substantially job-related), citizenship status, or any other basis prohibited by law.