



## **Vice President of Communications**

City Year, Inc.  
Headquarters

### **About City Year**

#### **Organization's Mission and Goals**

City Year is an education-focused, nonprofit organization that partners with public schools to help keep students in school and on track to graduate. In communities across the United States and through two international affiliates, City Year's innovative public-private partnership brings together diverse teams of young AmeriCorps members who commit to a year of full-time service in schools. Corps members support students by focusing on attendance, behavior and course performance through in-class tutoring, mentoring and after school programs. This year, more than 2,500 City Year corps members are serving in schools and communities nationwide.

City Year has been recognized by Charity Navigator, America's premier charity evaluator, as a four-star rated organization for its sound fiscal management and commitment to accountability and transparency for each of the last eight years. Only 1% of the organizations rated by Charity Navigator have received at least eight consecutive four-star evaluations. City Year is 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*.

City Year was founded in 1988 with the idea that young people are an untapped resource to help solve this country's pressing problems and in the process become more engaged citizens. Since then, City Year has established programs in 24 U.S. cities, including Boston, Chicago, Cleveland, Columbia, SC, Columbus, Denver, Detroit, Jacksonville, Little Rock/North Little Rock, Los Angeles, Baton Rouge, 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.

#### **City Year Service**

As one of the fastest growing nonprofit organizations in the country, City Year is laser-focused on reducing the dropout crisis in America. Corps members provide a continuum of care working in third through ninth grade in America's highest-need schools. Over the next decade, City Year will focus its growth in the communities with the lowest graduation rates by scaling its impact in the 23 U.S. cities where City Year corps members already serve, as well as expanding into carefully selected new markets. By tapping into the thousands of young people who are eager to



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	<p>serve, City Year can provide the extra people power in the classroom to help implement the right interventions for the right students at the right times.</p> <p>City Year corps members accelerate whole school reform by helping schools implement research-based best practices by strengthening supports for tiered students, improving coordination of teaching and learning, increasing teacher effectiveness by allowing more time for differentiated instruction, and expanding and optimizing learning time with before- and after-school tutoring. As near-peers, corps members are uniquely able to help improve student attendance, behavior and coursework - which research confirms are indicators of a student's likelihood of graduating from high school. This school-based service is at the heart of City Year's approach to helping students and schools succeed.</p>
Summary	<p>Reporting to the Chief Strategy Officer and Executive Vice President, the Vice President of Communications will develop and execute a comprehensive communications strategy for City Year across a segmented audience that includes private and public funders, national opinion leaders in education and national service policy, influencers on college campuses, and elected officials and their staff. In collaboration with the CSO/EVP and the Chief Marketing Officer, the VP will be responsible for developing a strategy that is responsive to and reflects the vision, goals, and brand of City Year and leverages communications channels including, but not limited to – media, e-newsletters, event materials, event programming and videos– to shape public perception of City Year by disseminating a consistent organizational message and brand.</p> <p>Outstanding writing ability, especially under pressure, and proven ability to develop strategic communications plans and to work with national media outlets is required. Experience working in the education space preferred.</p>



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### Responsibilities

- Develop and execute comprehensive public relations and media strategy across a segmented audience that includes private and public funders, national opinion leaders in education and national service policy, influencers on college campus, and elected officials and their staff.
- Manage a team of writers, media relations managers, and project managers, to provide critical expertise and service to City Year's departments and sites to ensure consistent communications, messaging, and strategic media planning.
- Provide the communications team with the capacity and skills to execute effectively with opportunities for professional growth and development.
- Lead a high performing communications team to meet annual goals and service operational needs, working with City Year's Senior Leadership Team and internal departments to ensure alignment and strategic prioritization.
- Support the CMO's marketing strategies to reinforce the appropriate targeting of City Year's brand, working together to develop consistent media strategies for all audiences.
- Create, produce, and manage the public relations and national messaging calendar. Drive a consolidated approach to the press who are critical to advancing our mission and goals and further City Year's efforts to establish itself as a leading voice in education reform.
- Partner with the marketing, recruitment, development, and program teams to deliver high-quality online and print publications, newsletters, messaging, and media strategies.
- Increase frequency and impact of stories in national media, business press, and industry publications including Education Week and Chronicle of Philanthropy.
- Work with Executive Directors and local boards across all sites to develop a highly-coordinated and aligned set of local, regional, and national communications strategies and goals. Partner with City Year's 24 sites to provide training at the local level to increase the frequency and impact of stories in the local press.
- Develop and place Op Eds and secure editorials.
- Ensure that City Year's story and demonstrated impact is highlighted through great corps member stories and service partner endorsements.
- Collaborate with the Human Potential Department as an internal communications training partner to deepen City Year's understanding of key messages.
- Ensure alignment of communications strategy with all internal key stakeholders on funder communications.
- Respond to and prepare for any required, unexpected communications that need to be shared with all networks.
- Prepare reports and updates for Headquarters leadership and Board of Trustees.



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<p><b>Qualifications</b></p>	<ul style="list-style-type: none"> <li>• Bachelor's degree required; advanced degree preferred, ideally with a concentration in communications.</li> <li>• Minimum 8 years of experience in public relations, media relations, crisis Communications.</li> <li>• Previous experience managing public relations in the education space preferred.</li> <li>• National media experience and established/proven record working with education-focused reporters at top-tier publications (Ed Week, NYT, WashPost, etc.) highly preferred.</li> <li>• Experience managing an external PR agency.</li> <li>• Demonstrated experience and success in developing strategic communications plans and managing media relations to advance an organization's mission and goals.</li> <li>• Experience directly managing communications teams.</li> <li>• Excellent written and oral communication skills.</li> <li>• Highly creative and innovative entrepreneurial spirit.</li> <li>• Demonstrated skills and experience in strategic and operational planning, implementation, business process development, capacity building, and performance management.</li> <li>• Ability to manage multiple priorities and multiple constituencies simultaneously, working effectively toward deadlines.</li> <li>• Excellent analytical skills with great attention to detail.</li> <li>• Demonstrated commitment to and experience in working with a diverse and inclusive workforce.</li> <li>• Since the VP will need to work with Senior Leadership, external stakeholders and staff across the network, the capacity to collaborate effectively with others is essential.</li> <li>• Previous experience working with or in non-profit organizations a plus.</li> <li>• Speaker platform and events experience.</li> <li>• Mixture of agency and in-house PR experience.</li> <li>• Demonstrated experience in leading crisis communications required.</li> <li>• Belief in City Year's work and alignment with City Year core values.</li> <li>• Ability to thrive in a challenging, demanding, and rapidly changing environment.</li> <li>• Sense of humor.</li> </ul>
<p><b>Compensation &amp; Benefits</b></p>	<p>Great benefits including health insurance, vacation days, holidays, parental leave, 401K, FSA, T-Mobile Blackberry phone/service and more.</p>



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**To Apply**

Qualified applicants should send a resume, cover letter, and references by email to:

Maureen Alphonse-Charles, Vice President of Executive Acquisition

Email: [cyexecutivejobs@cityyear.org](mailto:cyexecutivejobs@cityyear.org)

Email subject line: CY Vice President of Communications Search

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