



### **Hunts Point Alliance for Children Communications Associate, Part-Time**

The Hunts Point Alliance for Children (HPAC) is an education-focused youth development organization that convenes schools and community-based organizations operating in the Hunts Point neighborhood to collaboratively work towards increasing the educational achievement of all community students. Hunts Point is a peninsula community in the easternmost South Bronx with 3,700 families living in 1.2 square mile residential core surrounded by industrial areas that comprise the 10474 zip code.

Since 2007, HPAC has provided programming that sparks Hunts Point students' interest in learning, engages them creatively, and allows them to look forward to the future. HPAC's vision is that all children in the Hunts Point community will be ready for kindergarten, ready for elementary school, ready for high school, and ready for higher education. HPAC is a collaborative team-based place to work that focuses on making sure our students have the skills and supports necessary to be successful. This includes early childhood education programming, comprehensive family support and a pipeline of youth development programming that begins working with students in fourth grade through college. The success of this approach is clearly demonstrated by the pipeline of inspiring students we work with each day, from the fourth grade Songcorps students who struggle with attendance to our forty scholars attending colleges, including CUNY campuses, SUNY campuses, Middlebury, Boston College, Mercy College and more!

### **Communications Associate Role**

The **Communications Associate** will work with the Executive Director to manage implementation of the communications strategy. HPAC believes in creating opportunities for the students of Hunts Point and are looking for team members who can showcase our passion for the Hunts Point community and is poised to grow with the organization.

### **Communications Associate Responsibilities**

- Create of social media content, including Facebook, Twitter, Instagram, and LinkedIn accounts; experience managing social media networks required



- Develop content for two monthly newsletters with diverse audience
- Manage website, including post calendar management, creating, and updating content
- Write and pitch story ideas to key target media with regularity
- Develop and distribute press releases and news items; manage press lists, track media placements, and create monthly media summaries
- Assist in the development of marketing materials
- Other responsibilities as requested

## QUALIFICATIONS

- Bachelor's degree required
- Experience and/or coursework in communications and/or marketing
- Able to write and edit in response to guidelines, as well as to write and edit independently
- Outstanding written and verbal communication and interpersonal skills. Able to build relationships and interact with diverse array of stakeholders.
- Excellent organizational and time-management skills; ability to meet deadlines and prioritize multiple responsibilities simultaneously.
- Experience with InDesign, Illustrator, Photoshop, and/or Hootsuite preferred
- Experience with WordPress preferred

### **To Apply:**

Please send your resume and cover letter to Jill Roche, Executive Director with **HPAC Communications Associate** in the subject line at [roche@hpac10474.org](mailto:roche@hpac10474.org)

*All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation or national origin.*