



Communications & Marketing Manager

ICOY is hiring a Communications and Marketing Manager to lead ICOY's communications strategy and produce its external and internal communications materials, promote a positive public image of ICOY, and disseminate information on ICOY's behalf. Responsible for ensuring the authenticity and effectiveness of the organization's branding and messaging, the Communications and Marketing Manager is a champion internally for usability, consistency, and quality. The Communications and Marketing Manager will participate in the implementation and evaluation of the organization's communications, outreach, and engagement goals under its strategic plan. This position is also fully integrated with ICOY's programs, policy, and operations teams.

Goals for Role

Ensure ICOY members, contracted IDHS providers, the Illinois Juvenile Justice Commission, and the Redeploy Illinois Oversight Board are informed and supported according to the membership benefits or contracts.

1. Increase attendance and participation in ICOY trainings and events through promotion.
2. Mobilize the field (i.e. members, legislators, the public) to influence policy and systems change at the local and state levels through communications strategies and techniques.
3. Showcase ICOY's value in field to retain current members, secure new members, and attract potential new funders.

Essential Duties and Responsibilities

Communications:

- Develop a cross-channel marketing and communications strategy to support ICOY's communications, outreach, and engagement imperatives under its strategic plan.
- Communicate news and information to members through email, social media and websites. Includes compiling weekly newsletters to membership.
- Ensure brand consistency across teams and tools, including the visual representation of ICOY's brand, messaging, and tone of voice used to articulate our mission and work.
- Coordinate the creation of and/or create print and digital marketing materials to support ICOY membership, programs, and policy advocacy, including fact sheets, social



media posts, flyers, reports, website content, etc.

- Serve as one of ICOY's administrators and internal experts on ICOY's communication tools, including our website content management platform (Wordpress) and email marketing software (MailChimp).
- Conduct ongoing testing of communications to optimize performance.
- Keep abreast of industry trends and tools and incorporate where appropriate.
- Lead the development and creation of communications strategies and plans for special marketing campaigns and projects, including Annual Reports, legislative advocacy events, etc.

Internal Relations:

- Engage in continued collaboration with program and policy teams to improve internal and external communications.
- Monitor and report on performance of communications (including email performance metrics) through analytics and evaluation, and work to plan and execute corresponding strategies and tactics.
- Provide guidance and recommendations to staff for ways to use communications tools to inform and enhance their work.

Project Management

- Set and direct communications projects and priorities. Develop project timelines and milestones. Monitor project execution by staff, consultants, and partners as appropriate.
- Work closely with the CEO and internal teams to ensure the strategic alignment of ICOY's communications strategies and activities.
- Develop, manage, and monitor communications project budgets as needed.



- Gather and use data to drive decision-making about ICOY's communications tactics.
- As needed, develop and oversee contracts with communications vendors and consultants to ensure effective engagement, efficient contributions, and aligned support of ICOY's communication goals.

Qualifications

- Bachelor's degree in journalism, marketing, public relations, or political science
- At least 3 years of post-bachelor's degree work experience
- Excellent writing and editing skills
- Strong working knowledge of Microsoft Word and PowerPoint
- Solid understanding of basic design and user experience principles
- Digital marketing experience, including basic HTML and web graphic production
- Project management expertise
- Enthusiasm and willingness to master new technologies, tools and skills quickly
- Knowledge of WordPress and Mailchimp (or comparable software) preferred

Compensation

\$55,000 - \$66,000 per year, depending on years of experience and qualifications. ICOY offers competitive benefits, including health, dental, and disability insurance, sick and vacation time, and a retirement plan with employer matching contributions.

Location & Public Health Guidelines

This position is located at ICOY's Chicago office in the Loop. At this moment, we are working in a hybrid approach with at least two days/week in the office in response to the COVID-19 pandemic and will continue to assess remote work strategies in accordance with public health guidelines. All staff are required to be vaccinated and boosted against the COVID-19 virus by start of employment or request consideration of a medical exemption.



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Starting Date

Immediate

Application Instructions

To apply, please submit a resume, cover letter, and writing sample (no more than 2 pages) to Denail Timms at dtimms@icoyouth.org by Monday, August 15, 2022. No phone calls, please.