



## Community Relations Manager

Under the supervision of the Communications & Marketing Director, work to ensure that ICOY's external community, including its members, customers, community partners, and funders are well-informed and engaged.

### Goals for Role

Ensure ICOY members, contracted IDHS providers, the Illinois Juvenile Justice Commission, the Redeploy Illinois Oversight Board, and our community partners in the Regional Partnership Grants 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 content for email newsletters, social media, the Virtual Community, and websites, and work with internal teams to gather and edit
- Serve as the primary administrator of and provide daily oversight and management for the ICOY Virtual Community on Slack, ensuring members and providers are added to appropriate channels in a timely fashion, responding to requests for new channels, and promoting news and information to members and providers in the VC.
- Assist in the development print and digital marketing materials to support ICOY membership, programs, and policy advocacy, including fact sheets, social media posts, flyers, reports, website content, graphics, etc.
- Provide timely information to ICOY members and stakeholders about important policy or legislative news or calls to action through the Virtual Community, social media, and/or targeted email communications.
- Keep abreast of industry trends and tools and incorporate where appropriate.



- Participate in the development and creation of communications strategies and plans for special marketing campaigns and projects, including Annual Reports, legislative advocacy events, etc.

#### **Event Planning & Marketing:**

- Collaborate with the CEO, Assistant Executive Director, the Director of Communications & Marketing, and the Policy Team where appropriate to plan and market monthly member programming, the Annual Meeting, and other member-focused events as appropriate. Responsibilities include event logistics, implementing a communications and promotions plan, and on-site support.

#### **Member Relations:**

- Develop and implement member recruitment and retention strategies, including the annual membership renewal process.
- Collaborate with the Administrative Clerk to ensure that membership data is properly entered into Salesforce and that membership records are up to date.
- Support the Membership Committee of the ICOY Board of Directors by assisting the Committee Chair with scheduling meetings, developing agendas, taking minutes, and producing reports as needed.
- Assist the Membership Committee with raising funds for and administering ICOY's Equity & Access Fund, and work in conjunction with the Administrative Clerk to ensure that records and reporting are accurate in Salesforce.
- In conjunction with the CEO, the Assistant Executive Director, and the Communications & Marketing Director, provide high level customer service to members, ensuring a response to inquiries and requests.
- In conjunction with the CEO, facilitate the onboarding of new member organizations, new CEOs or Executive Directors at member organizations, and new partners, ensuring their relationship with ICOY starts on a strong footing.
- Manage and communicate about member benefits including the member job board postings, and partner relationships such as with the Public Service Loan Forgiveness program and the Nonprofits Insurance Alliance.



### **Internal Relations:**

- With the Communications & Marketing Director, engage in continued collaboration with program and policy teams to improve internal and external communications.
- Under the direction of the Communications & Marketing Director, 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.

### **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**

\$50,000-\$65,000 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**



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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.

**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](mailto:dtimms@icoyouth.org) by Friday, November 4, 2022. No phone calls, please.