



Community Outreach Coordinator

The Community Outreach Coordinator for ICOY plays a pivotal role in overseeing the organization's membership program, fostering consistent communication with and between members, and showcasing the organization's value to potential new members. This position is instrumental in crafting compelling content, including a weekly newsletter, flyers, and factsheets for advocacy, as well as contributing to the organization's social media presence, ensuring a dynamic and engaged community. Additionally, the Community Outreach Coordinator will also provide logistical support for ICOY's member events throughout the year. This role is supervised by the Senior Manager of Communications & Community Outreach.

Goals for Role

1. Increase attendance and participation in ICOY member events and initiatives.
2. Maintain the core operations of ICOY's membership program.
3. Showcase ICOY's value in field to retain current members and secure new members.
4. Provide support in researching, collecting, and drafting content for distribution amongst ICOY's various stakeholders.

Essential Duties and Responsibilities Communications:

- Under the supervision of the Senior Manager of Communications & Community Outreach, develop content for email newsletters, social media, the Virtual Community, and websites
- Work with internal teams to gather and edit content for all forms of outreach
- Serve as the primary administrator of and provide daily oversight and management for the ICOY Virtual Community (VC) on Slack, ensuring that 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.
- Support the Senior Manager of Communications & Outreach in the development of 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.

Event Planning & Marketing:

- Provide support to the Senior Manager of Communications & Outreach where appropriate to support in the planning and marketing of monthly member programming, the Annual Meeting, and other member-focused events as needed.



Other responsibilities include event logistics, assisting in the implementation of communication and promotion plans, and on-site support.

Member Relations:

- Implement member recruitment and retention strategies, including the annual membership renewal process.
- 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 collaboration with the CEO, Chief of Staff, and the Senior Manager of Communications & Outreach, provide high level customer service to members to ensure a response to inquiries and requests.
- In collaboration 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.

Qualifications

- Bachelor's degree in journalism, communications, marketing, public relations, or political science
- At least 1 year 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
- Basic understanding of graphic design tools such as Canva, Photoshop, Illustrator, etc. preferred
- Project management expertise
- Enthusiasm and willingness to master new technologies, tools and skills quickly
- Knowledge of WordPress and Mailchimp (or comparable software) preferred



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Compensation

\$45,000 - \$50,000

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 Friday, February 9th 2024. No phone calls, please.