**Job Title:**               Part-Time Communications Manager

**Department:**          North Carolina Admin

**Reports To:**           Executive Director (dotted line) and direct report to the National Director of Marketing & Communications

**Youth Villages**

Youth Villages is a private nonprofit organization dedicated to helping emotionally and behaviorally troubled children and their families live successfully. We help more than 23,000 children and families each year from more than 20 states and Washington, D.C. Our Evidentiary Family Restoration™ approach involves intensive work with the child and family, a focus on measuring outcomes, keeping children in the community whenever safely possible, and providing accountability to families and funders. The EFR approach produces lasting success for children with success rates twice that of traditional services at one-third the cost of traditional care. In North Carolina, Youth Villages is a leading provider of mental and behavioral services with nine offices and nearly 200 staff. Youth Villages North Carolina is seeking a part-time Communications Manager to assist with the organization’s continued growth.

**Position Overview**

The part-time Communications Manager will work 20 hours per week. This individual will create and implement regional marketing communications and public relations strategies and campaigns that significantly raise positive awareness, support and good will among Youth Villages’ key stakeholders, influencers, clients and donors. Manage Youth Villages’ reputation among all stakeholders. Develop and implement plans for reputation management, awareness and support of regional goals. Implementation responsibilities include tailoring messaging and communications to state leaders, customers and donors in support of business development and fundraising, implementing digital and conventional communications strategies and tactics, creating and measuring campaigns targeting various stakeholder groups to achieve Youth Villages’ goals, and conducting ongoing media relations. Reports jointly to the State Director/Executive Director and the Director of Marketing & Communications. Performs other related duties as assigned or directed to meet the goals and objectives of the region and the department.

**RESPONSIBILITIES**

* Stays apprised of state goals and programs and creates and implements regional communications and public relations strategies that significantly raise positive awareness, and support goodwill among Youth Villages’ key stakeholders. In tandem with National plan, update the state communications plan to support the state business plan. Implement the plan’s strategies and tactics within timeline and budget parameters.
* Implements and measures effectiveness of local communications plans to achieve state goals. Customizes and executes plans to effectively target key stakeholder groups. Also reports on status of plans and results of work, including monitoring news media coverage, preparing reports and assisting in maintaining clip files.
* Media Relations - Creates, strengthens and manages all relationships with local, regional and state media outlets, pitch State/local stories and respond to local media requests
* Community Relations – Build awareness and ongoing relations with Chambers, local organizations, and represent Youth Villages as needed in the community.
* Support key development programs and events, including news conferences, interviews and training classes. Represents Youth Villages at events.
* Interviews families/staff et. al. and writes stories for various uses. Photographs youth, families, staff and events as necessary. Provides content for National and regional print newsletters and e-newsletters.
* On-the-ground point person for state crisis issues; work with National team on any crisis communications if needed.
* Writes copy, speeches, scripts, news releases, e-communications and coordinate video production as needed for assigned region; edits and proofreads all communications materials.
* Provides communications support to Executive Director and Development Director related to local board management, government relations, business development, other.
* Serves as liaison to national communications team based in Memphis to support national PR goals as well as region’s goals and ensure alignment with national marketing communications and public relations strategy and activities. Engage in weekly calls and 1:1 to ensure alignment and communication

**QUALIFICATIONS**

* Passion for Youth Villages’ mission of helping children and families live successfully
* Bachelor’s Degree in public relations, communications, journalism or related field
* Knowledge of Charlotte media market strongly desired. Understanding of North Carolina media landscape preferred.
* Minimum five years experience in public relations, marketing communications, with media relations and crisis communications experience strongly preferred
* Strong, articulate communicator – both writing and speaking
* Self-directed individual contributor
* Excellent relational skills and effective team member
* Creative and strategic thinker
* Active and creative problem solver
* Energetic and enthusiastic
* Can manage multiple projects simultaneously

**REQUIREMENTS**

* Must have a car and the ability to travel to various locations across North Carolina.
* Must be available to work occasional evenings and weekends
* Capable of lifting up to 25 pounds of equipment or materials and standing for prolonged periods during events.