



## Outreach and Network Engagement Associate

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### Position and Responsibility

The CAYL (Community Advocates for Young Learners) Institute is a social justice organization whose mission is to organize, equip, and empower people to create change on behalf of children. We are seeking an innovative, knowledgeable, and experienced community organizer and communications consultant to coordinate, engage and mobilize a network of ECE professionals. Specifically, the associate will work with the CAYL team to:

- Create and implement strategies to connect with, organize and engage emerging and alumni leaders of the CAYL network, and
- Design, effect and sustain mobilization strategies that support Network action planning and advocacy efforts.

### JOB SCOPE

Consultancy: Short term\* (Immediate! - Four months) 20 hour per week remote project

\* May be extended dependent upon funding availability.

We are seeking an innovative and experienced community organizer to assist the organization in developing and sustaining a CAYL Alumni network. Person to person engagement, social media and innovative thinking are important components of this project which is designed to reengage program alumni as well as identify and invite newly emerging leaders in CAYL's social justice and equity driven leadership initiatives.

The ideal candidate is an enthusiastic, self-starter committed to equity and social justice with a passion for collaborating with colleagues at all levels in a mission-driven work environment, but also able to work independently. This individual brings an entrepreneurial spirit committed to innovation, creativity, and excellence. Critical skills must include strong verbal communication, collaboration, and social media knowledge and experience.

## JOB RESPONSIBILITIES

- Create a strategy for implementing and coordinating activities necessary to locate, organize and engage alumni of CAYL's leadership programs in a new network.
- Assist in development and management of person to person, social media outreach and engagement strategies.
- In conjunction with CAYL Team and Board members, expand alumni participation in a virtual reunion event and on-going activities thereafter.
- Participate in weekly CAYL team planning meetings.
- Assist in development of written materials as necessary to achieve goals.
- Establish benchmarks, metrics, and timelines necessary to achieve strategic objectives.
- Prepare reports and other duties as assigned.

## REQUIRED QUALIFICATIONS

- Demonstrated experience in community organizing and knowledge of organizing best practices and mobilization efforts.
- Demonstrated competency and/or experience in either project management, communications, social media technology and systems, or related fields.

- Knowledge of Early Care and Education (ECE) field a plus.
- Current technical knowledge of both online and offline media channels and communication venues.
- Knowledge of marketing dynamics and targeted marketing strategies.
- Excellent customer service skills.
- Ability to set and meet strict deadlines.
- Ability to work independently with minimum supervision.

If interested, please forward CV, and contact info. to **[bgadson@cayl.org](mailto:bgadson@cayl.org)**