



## JOB DESCRIPTION

### CAYL PROGRAM ASSOCIATE

#### Communications and Marketing

#### **Vision:**

A nation where the right to high quality early care and education is embedded in public policy, professional practice, and parental engagement.

#### **Mission:**

Our purpose is to organize, equip and empower people to create change on behalf of children.

#### **Core Principles:**

- Representative Leadership: Involving people in decisions that affect them.
- Commitment to Diversity: Ensuring all voices are heard and bridging multiple perspectives.
- Focused on Solutions: Embracing responsibility to create sustainable change.
- Impact and Innovation: Taking action that is timely, relevant, and immediately actionable.
- Building and Sharing Knowledge: Creating and disseminating strategic information to be understood and used by everyone.

#### **Our Professional Values**

We **A**lways put people first by consistently exhibiting a customer service culture,

We **B**uild community by working interdependently and collaboratively; with open and with clear communication that is focused on solutions; and our behavior is consistent so that we can be effective, dependable, and accountable to each other and the work that is entrusted to us.

We are **C**ommitted to innovation and results by embracing opportunities to grow individually and collectively, to achieve continuous improvement in our practice and to measure and share the impact that we have in the world.

#### **Expected Employee Attributes/Expectations:**

- Commitment to the goals/vision of The CAYL Institute.
- Effective proactive decision-maker and problem solver in the context of our Mission, Vision, Principles, and Values.

- Ability to sustain and extend the vision and goals of the CAYL Institute model of change and leadership development.
- Strong collaboration and teamwork skills.
- Skilled and timely management of projects/initiatives/consultants/vendors.
- Ability to analyze and solve problems.
- Clear communicator.
- Detail-oriented.
- Assumes responsibility and accountability for outcomes.
- Excellent time management skills.
- Able to work independently, as a member of a team and/ or under supervision of managerial staff
- Excellent customer service skills: Able to build, sustain, and support relationships with staff, consultants, board members, program participants, vendors, and the external ECE community.
- Creative and innovative thinker

**I. Position Identification**

<b>Job Title:</b>	Program Associate: Communications and Marketing
<b>Reports To:</b>	President or designee

**II. Purpose of Position**

This individual leads and supports CAYL’s communication and marketing efforts to strategically advance early education and early educators, in Massachusetts and nationally, through our national webinars, fellowship programs, workgroups and other initiatives.

**III. Competencies, Education, and Qualifications Preferred**

- Bachelor’s degree in marketing, communications, graphic design, or related field.
- Experience working with or knowledge of ECE.
- Strong interpersonal, verbal, and written communication skills required.
- Must possess strong computer skills and knowledge/use of MS Office software.
- Demonstrated knowledge of and experience working with Dropbox, Canva, PayPal, MailChimp, WordPress, and Constant Contact
- Demonstrated experience effectively and successfully managing multiple and sometimes competing priorities.
- Experience with adult learners is a plus as is knowledge of training needs and professional development activities for adults.
- Knowledge of and experience working with Social Media Platforms (Twitter, Facebook, LinkedIn, Instagram, etc.)
- Experience with Web site design and management.
- Experience with data base management, organizational design and systems building activities.

**IV. Preferred Skills**

- Ability to articulate and execute clear strategies and tactics and at the same time be able to adjust and pivot when circumstances dictate.

- Attention to production of quality work and to accuracy with respect to details.
- Ability to take initiative and assist in the design of new projects.
- Experience supporting projects/initiatives/consultants/vendors.

#### **V. Responsibilities of Position**

- Build and maintain varied relationships with The CAYL network.
- Work collaboratively and effectively with internal and external customers.
- Under supervision of, and in collaboration with, a manager coordinates specific programmatic activities.
- Work with President or designated managerial staff, as needed, to recommend creation of needed marketing/communications materials, including tool kits, web site, newsletter, press releases and other social media.
- Manage confidential materials while always maintaining discretion.
- Assists with the preparation of graphic designs for reports and/or presentations for meetings, conferences, and special events.
- Helps maintain Facebook, Twitter, website, etc., and CAYL online Webinars and discussion forums.
- Assists with the planning of conferences and related activities.
- Serve as Tech host for all webinars and related online activities.
- Create & update webinar online seminar protocols, continually developing, supporting & creating best practices for programs delivered by the organization
- Social Media and Mailchimp advertising
- Collect, review, and analyze statistics related to implementation and facilitation of all programs and projects
- Design PowerPoints, documents, & advertisement material for social media, website, & program presentations
- Engage in CQI activities that ensure skills are current and enhance ability to apply best practices to organization's work
- Assist in development of marketing tools, graphic design and other activities that assist organizations' revenue generation processes
- Other duties as assigned.

#### **VI. Measures of Success in Position**

- Consistent high social media presence.
- Functions conducted in a time sensitive and effective manner.
- Communicates well and openly with President and CAYL Team and Board members
- Keen attention to time management and priorities.
- High level of productivity.
- All writings are neat and professional.