
POSITION: Director of Communications

LOCATION: New York City

ABOUT THE COMPANY: CFY is the nation's leader in improving the Home Learning Environment of low-income schoolchildren. CFY works across the country to educate thought leaders and policymakers on the importance of expanding educational priorities to include learning in the home. Since 1999, CFY has developed high-impact interventions to strengthen the home learning environment among middle school students, with programs now operating in New York City, Philadelphia, Atlanta, Los Angeles, and the San Francisco Bay Area. Its signature Take IT Home program helps educators build stronger home-school connections and provides families with the key ingredients required to improve their home learning environment -- a home computer loaded with selected educational software; online family learning services; information about affordable broadband options; and hands-on training designed to help parents become more effective learning partners. Studies confirm that CFY's programs have significantly improved students' test scores and class effort and have increased parents' confidence and involvement. To extend the impact of its work and strengthen the home learning field, CFY also operates an Affiliate Network of 32 organizations in 21 states and the District of Columbia. For more information, please visit www.cfy.org.

ABOUT THE POSITION: This is an exciting opportunity to help drive the growth of a successful, entrepreneurial non-profit through effective hands-on leadership of communications. This position will report to the Managing Director, Development and Communications.

Key Responsibilities Include the following:

- Lead CFY's PR and communications efforts at the national level, and advise and support these efforts at the city level.
- Drive the process to create a strategic communications plan in collaboration with the Managing Director of Development and Communications, and CFY's national PR Agency of record.
- Manage CFY's national PR Agency on a day-to-day basis.
- Work with CFY's Chief Executive Officer and Executive

Team to craft CFY messages for a variety of target audiences.

- Manage CFY website to maximize its value: increase/drive traffic to www.cfy.org; keep web site content fresh and up-to-date; define and implement strategies to make web site more interactive; etc.
- Play a lead role in assessing and driving the use of social media channels (e.g., twitter, facebook, blogs) to disseminate CFY message.
- Develop a plan for communicating effectively with CFY's donors and other stakeholders and fine-tune CFY's internal systems for doing so.
- Manage a process to update national and city-level collateral, such as brochures, newsletters, presentations, annual report.
- Update and maintain CFY's "communications library" and regularly communicate with key national and city-level staff to ensure everyone is equipped with the most recent collateral and messaging.
- Successfully promote national fundraising and other events.
- Help with and advise organizational branding efforts.

CANDIDATE
QUALIFICATIONS:

- Passion for CFY's mission
- 6+ years of demonstrated experience in PR and communications
- Track record of successfully working with PR agencies to generate positive media placement for, and interest in, a national organization, preferably in the education and/or technology realms
- Experience in website management
- Experience overseeing design of print and electronic collateral to ensure consistent and effective portrayal of organization's brand and identity
- Superior writing skills a must
- Ability to synthesize information from multiple sources including in order to make promotional materials and other documents persuasive to potential funders
- Commitment to team collaboration and communication
- Ability to work independently with minimal oversight and thrive under pressure and on deadline
- Experience directing a communications department of a small to mid-size organization

- Excellent time-management and prioritization skills
- Bachelor's Degree

COMPENSATION: Compensation will be highly competitive and commensurate with experience. CFY also offers a generous benefits package.

QUALIFIED INDIVIDUALS, PLEASE APPLY: Please send a resume and thoughtful cover letter, outlining how your skills and experience meet the qualifications of the position, your current/most recent salary, and how you heard about this opportunity, to Renee Boeck, Senior Executive Assistant, at rboeck@cfy.org using the following conventions:

Subject line: Director, Communications Search
Cover Letter: yourfirstname_yourlastname_coverletter.doc
Resume: yourfirstname_yourlastname_resume.doc
Applications will be reviewed on a rolling basis.

Computers for Youth is an Equal Opportunity Employer.
