



Position: **Communication & Outreach Specialist, Idaho School Readiness Project**

Supervised by: **Idaho AEYC Executive Director**

Project Summary: Idaho AEYC promotes and strengthens community awareness about the importance of investing in quality early learning experiences for all children throughout the state of Idaho. The Idaho School Readiness Project works to build Idaho's early care and education system, increase capacity, and support early childhood educators with professional development and compensation supports.

Position Summary: As the Communication and Outreach Specialist, you will play a key role in our organization and the School Readiness Project by developing and executing effective communication and outreach strategies that promote our mission, goals, and initiatives. You will work closely with the ISRP team to create and implement messaging that resonates with various stakeholders, including media, partners, donors, and the public. You will be responsible for creating content, managing campaigns, and measuring the impact of our outreach efforts.

Hourly Rate: Full-time position; competitive salary range starting at a minimum of \$22.00 per hour (salary will be determined based on experience), plus an excellent benefits package including medical/dental/vision/retirement plan, 15 days of vacation leave and 15 days of sick leave annually, plus 10 paid holidays, as well as other benefits. Continuation of this position is contingent upon grant funding.

Primary Responsibilities:

- Develop and implement comprehensive outreach and communication plans that align with the School Readiness Project's strategic goals.
- Create compelling content, such as press releases, blogs, social media posts, email newsletters, and website copy, that effectively communicates our message and resonates with our target audience.
- Cultivate relationships with key stakeholders, including media outlets, partners, and donors.
- Manage media relations, including pitching stories, responding to inquiries, and coordinating interviews.
- Coordinate and execute events, webinars, and other outreach activities to engage our target audience.
- Develop and manage a social media strategy that includes content creation, scheduling, and analysis.
- Monitor and analyze outreach metrics to continuously improve our strategies and achieve our goals.
- Stay up-to-day with industry trends and best practices in outreach and communication.

At a minimum you should have:

- Bachelor's degree in Communications, Marketing, or related field and at least two years of relevant work experience.
- Excellent written and verbal communication skills, with the ability to craft compelling messages that engage various audiences.
- Experience in media relations.
- Experience in event planning and coordination.
- Strong project management skills and ability to work collaboratively in a team environment.

- Knowledge of digital marketing channels and social media platforms.
- Strong analytical skills and ability to measure and report on outreach metrics.
- Ability to travel and work occasional evenings and weekends.

In addition to the qualifications listed above, the preferred candidate will have:

- Experience in non-profit, advocacy or other community-based groups.
- Experience with Adobe Creative Suite (primarily InDesign, Photoshop, and Illustrator).
- A demonstrated ability in proofreading and an ardent attention to detail.
- Ability to work on and manage several simultaneous projects at various stages of completion, including tasks with competing priorities.
- Excellent problem-solving skills with a solutions-oriented focus.
- Confident and professional demeanor with a strengths-based approach, demonstrated flexibility, strong determination, and good humor.

If you are a strategic thinker with a passion for nonprofit communication and outreach, and you thrive in a fast-paced, dynamic environment, we encourage you to apply for this exciting opportunity.

Idaho AEYC is committed to providing equal employment opportunities to all employees and applicants without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.