



239 West 49th Str.
New York, NY 10019
212-581-2910

Job Title: Communications Coordinator
Supervisor: Senior Director of Development and Communications
Job Status: Full Time / Non-Exempt
Job Hours: 35 Hours
Location: Midtown Manhattan
Compensation: Commensurate with experience

About Encore: For over 40 years, Encore Community Services has provided care to the elderly of the Clinton, Times Square, and Midtown communities, so that they may live with dignity and decency in a safe and caring environment. Encore provides a comprehensive array of programs for older New Yorkers including supportive and affordable housing, home delivered and sit-down meals, case assistance, education, recreation, and friendly visiting. The organization takes a “no wrong door approach” to ensure Seniors are able to access all of their neighborhood and other entitled resources so they may age in place comfortably for as long as possible. Encore is at an exciting inflection point in its development. The organization is working to build off of a rich history to deepen its services and scale the work of giving back to seniors. Encore is keenly aware that the demographics of Older New Yorkers is rapidly evolving. Therefore, Encore must also evolve to ensure the health, mental health, and economic stability of New York’s diverse and vibrant senior community. To this end, a major initiative is the refinement and expansion of the organization’s social services and program activities department.

About Position: Reporting to the Senior Director of Development and Communication, the Communications Coordinator will work closely with the Development Department and other key staff to market Encore’s brand and products. (S)He will be instrumental in communications which includes developing and maintaining all marketing materials, overseeing the Encore Community Services website and assist in the production of Encore’s direct mail and marketing campaigns.

Job Responsibilities:

- Collect and distribute stories about members, projects and programs from staff and partners in both written and video forms;
- Keep website and all social media sites updated with current organization and program information;
- Oversee all video editing and postings;
- Develop all collateral material for marketing purposes;
- Must be able to monitor website analytics and be detail oriented in creating articles for search engine optimization;
- Design and send out monthly e-newsletters and assist as needed in monthly program-specific newsletters;
- Develop and maintain the Encore brand on all external communications;
- Work with Development Department to coordinate efforts for volunteer and donor cultivation efforts, special event planning, and internal and external announcements;
- Produce or assist in producing copy for Direct Mail pieces;
- Other duties and additional projects as assigned.

Required Qualifications

- Bachelor’s Degree in Communications or similar major;
- 1-4 years work experience, preferably in Communications or Public Relations;
- Excellent writing skills;

- Self-motivated and proactive;
- Understanding of search engine optimization (SEO);
- Understanding and experience using social media;
- Graphic design and/or video editing experience, specifically Adobe Suite;
- Must be able to work a flexible schedule, willing to work evenings/weekend and event as needed.

Strongly Preferred Qualifications

- Experience with email marketing services, specifically MailChimp
- Experience with DonorPerfect database
- Experience with Wordpress; HTML and textile coding knowledge a plus

How to apply: email **Resume** and **Cover Letter with Salary requirements** to jobs@encorenyc.org
In the subject line, please indicate **“Communications Coordinator”**

Due to the high volume of applicants, only qualified candidates will be contacted. No phone calls please. Encore Community Services is an equal opportunity employer and does not discriminate on the basis of race, color, gender, socio-economic status, marital status, national or ethnic origin, age, religion or creed, disability, or political or sexual orientation. Reasonable accommodations may be made to enable individuals with disabilities as defined by the ADA to perform the essential functions of the job.