



Groundwork Hudson Valley is a 501c3 non-profit organization committed to “changing places and changing lives” in the lower Hudson Valley. Our mission is to create sustainable environmental change in urban neighborhoods through community-based partnerships that promote equity, youth leadership, and economic opportunity. Program areas include revitalizing public places, sustainability education, and youth leadership development. Groundwork partners with neighborhood residents, private and non-profit partners, local businesses and government officials to identify environmental improvements that will advance equitable, healthy, vibrant communities and empower the next generation of community leaders.

Director of Community Relations

The Director of Community Relations is responsible for implementing community outreach programs, organizing events, coordinating volunteers, writing and releasing publicity material, and developing public relations strategies that will promote the organization's mission. Responsibilities include 1) engaging community members to address neighborhood environmental challenges and ensure community voices remain central to the design and development of Groundwork’s programs; 2) creating and managing a robust volunteer engagement program to build Groundwork’s capacity; and 3) developing and implementing public relations efforts to increase Groundwork’s local, regional, and national visibility.

Responsibilities

Community Engagement

- Attend regular community meetings and neighborhood events to represent Groundwork and understand community needs and interests;
- Recruit community members to expand local environmental actions and preserve a democratic, participatory process within Groundwork’s programs and projects;
- Assist community members in a listening process in order to identify neighborhood themes and individuals/organizations to solve neighborhood challenges;
- Conduct research to find potential solutions to neighborhood challenges;
- Provide community training and organization to solve problems with multiple stakeholders and partners.

Communications

- Coordinate and sustain all aspects of internal and external communications, including news media relations, a diverse array of print/electronic publications, web site, and social media initiatives;
- Establish, nurture, and maintain positive external relationships with individuals, businesses, and community-based organizations;

- Arrange for interviews with personnel for print and broadcast media and for special events;
- Compose correspondence, media messages, articles, press releases, event flyers, announcements, presentations and other oral/written communications;
- Act as liaison with the media;
- Coordinate the creation and implementation of all collateral materials for the organization including photo, video and print promotional materials;
- Develop and track outcomes, and develop plans of action for improvement based on the assessment of those outcomes.

Volunteer Management

- Develop, promote, and maintain a wide range of volunteer opportunities within the organization;
- Survey staff regularly to assess needs for volunteer assistance and maintain a schedule of volunteer opportunities;
- Develop and manage volunteer policies, procedures, and standards of volunteer service;
- Organize and participate in all volunteer events;
- Evaluate all aspects of volunteer programs to ensure effectiveness and to recommend/implement changes as appropriate;
- Maintain accurate records and provide timely statistical and activity reports on volunteer participation;
- Recruit, interview and place applicants for volunteer work;
- Host and attend recruiting events within the community to attract qualified candidates and publicize opportunities for volunteers;
- Provide ongoing support and guidance for volunteers;
- Handle telephone, voicemail, written, and e-mail inquiries for information regarding volunteers;
- Track all volunteer activity through client management software system;
- Build relationships with volunteers through service and follow up communication that results in return visits

Experience & Characteristics

- Bachelor's degree in related field and 4-6 years of experience in community engagement, public relations, volunteer management and/or communications
- Fluency in Spanish and English languages
- Relational, likes people, works well with diverse populations, and is a good listener
- Has a passion for fairness and justice
- Self-directed and willing to take risks
- Willing to help develop others' skills
- Self-confident, professional, good sense of humor, willing to learn, and be held accountable
- Willing to work flexible hours

- Knowledge of Yonkers communities
- Excellent verbal and written communication skills, with the ability to articulate clear, persuasive, and concise thoughts.
- Proficiency in Microsoft Word, Excel and PowerPoint.

Compensation

The salary range for this position is \$50,000 to \$60,000. Groundwork offers a generous benefits package for employees, including participation in our health insurance plan, 11 paid holidays per year, 15 paid vacation days per year, 7 paid sick days per year, and additional paid comp-time at the discretion of the Executive Director. We also offer a Simple IRA and access to TransitChek pretax transportation benefits.

How to Apply

Send a thoughtful cover letter that speaks to how your experience and skill-set meet the qualifications for this position to info@groundworkhv.org. Please include résumé and writing sample.

Groundwork Hudson Valley is an Equal Employment Opportunity (EEO) employer and does not discriminate in any employer/employee relations based on race, color, religion, sex, sexual orientation, gender identity and expression, national origin, age, marital status, disability, veteran status, genetic information or any other basis protected by applicable discrimination laws. **City of Yonkers residents are strongly encouraged to apply.**