



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 climate resilience, 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 a senior management position responsible for implementing community engagement programs, organizing events, writing and releasing publicity material, and developing public relations strategies that will promote the organization's mission and visibility. Responsibilities include 1) engaging community members to address neighborhood environmental challenges and ensuring community voices remain central to the design, development and implementation of Groundwork’s programs; and 2) developing and implementing public relations efforts to increase Groundwork’s local, regional, and national visibility. This position will jointly supervise the Development and Communications Associate in partnership with Groundwork’s Director of Development.

### **Responsibilities**

#### **Community Engagement**

- Attend regular community meetings, city council meetings, and neighborhood events as needed 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 priorities;
- Lead and organize community charrettes in order to incorporate community needs into all Groundwork’s program areas, identify neighborhood themes and individuals/organizations to engage in solving neighborhood challenges;
- Conduct research to find potential solutions to neighborhood environmental challenges;
- Organize residents in the communities most vulnerable to climate risks and support their capacity to advocate for neighborhood improvements that will mitigate impacts;
- Serve as the primary liaison with additional community stakeholders including elected officials at the City, County, State, and National levels, Neighborhood Associations, Municipal and Affordable housing groups, Business Improvement Districts, and other groups as needed;
- Develop and track outcomes, and develop plans of action for improvement based on the assessment of those outcomes.

#### **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, government, and community-based organizations;

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

### **Experience & Characteristics**

- Bachelor's degree in related field and 6-10 years of experience in community engagement, public relations, 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 the guiding values and mission of Groundwork, including a commitment to environmental equity and justice
- Self-directed and willing to take risks
- Willing to help develop others' skills including Groundwork's Development and Communications Associate
- Self-confident, professional, good sense of humor, willing to learn, and be held accountable
- Willing to work flexible hours, including some evening and weekend events
- 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 \$65,000 - \$75,000. 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](mailto: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.**