CASH Manager, Marketing Communications
ROC Your Family’s Future Project (RYFF)
Full-time, Exempt Rochester, NY

Empire Justice
Empire Justice Center is a statewide, multi-issue, multi-strategy non-profit law firm, focused on changing the system for low-income families. Empire Justice works to protect and strengthen the legal rights of people in NYS who are poor, disabled or disenfranchised through systems change advocacy, training and support to other advocates and organizations, and high quality direct civil legal representation.

CASH Outreach
CASH (Creating Assets Savings, and Hope) is an EITC/Asset Building (Earned Income Tax Credit) Initiative working to empower those with the greatest need to obtain financial security. CASH helps working families by increasing incomes through greater use of the EITC, offering incentive savings programs; minimizing unnecessary financial erosion by offering alternatives to predatory services; and maximizing assets through financial education, credit repair, and home ownership.

RYFF Project
Program Support Specialists are required for the anticipated RYFF Project. This project will serve low-income working families disproportionately at risk for adverse childhood experiences (ACEs), including racial and ethnic minority families. This initiative seeks to determine whether implementation of earned income tax credit (EITC) outreach and education activities in communities at higher risk for ACEs can result in (1) increased EITC receipt and (2) changes in risk and/or protective factors for ACEs.

Position Description
This position will be split between CASH and RYFF projects. Under direction of the CASH Director, this position will develop and execute marketing strategies and plans, which may include the generation of website and social media content, brochures, posters, invitations, programs, and advertising for all CASH programming. Under direction of the RYFF Program Manager, the specialist position will focus on assisting with program implementation and community partner building and education, and client outreach and engagement.

PRIMARY RESPONSIBILITIES:

- **Community Outreach** - Oversees outreach activities to grow awareness in the community, participation in the coalition, and uptake of services by eligible persons; Attends and assists in outreach activities to grow awareness in the community, participation in the coalition and uptick of services to eligible persons.

- **Marketing & Communications** – Assists in the development and execution of the strategic plan for marketing and communications to volunteers, clients, and community partners. Assists in the development and execution of the strategic plan for marketing and communications to volunteers, clients, and community partners. Development, creation, and execution of all CASH marketing materials, public relations, social media, and website maintenance. Maintenance of Client email list. Work in collaboration with Empire Justice Marketing Communications team.
• **Event Planning** - Schedule, plan and execute events such as annual VITA Volunteer Celebration, Coalition workshops/summit, other CASH events. Assist in planning and executing events such as the annual VITA Volunteer Celebration, workshops, and other CASH events.

• **Program Support** - of one or more programs for a non-profit organization, including fundraising, budgeting, research, and community outreach. Generates reports detailing the status of programs or projects. Assists in the coordination of information sessions and workshops for all CASH programs.

• Provides daily assistance in support of one or more programs for a non-profit organization, including fundraising, budgeting, research, and community outreach.

• Generates and interprets reports detailing the status of programs or projects

• Assist in coordination of information sessions and workshops

• Serve as an advisor and support staff to Program Manager

• Provide support to Program Manager by interfacing with various program requests, outreach strategies, and solutions.

• Assist in efforts to track progress, and regularly assess program components, to measure successes that can be effectively communicated to key stakeholders

• Assist in preparing and submitting reports as required – including weekly reports; monthly reports for the Board and funding organizations/sources; final reports for funding organizations/sources

• Other duties, as mutually agreed upon by both parties

**SKILLS AND QUALIFICATIONS**

• Minimum of 5 years’ experience; program support, outreach, training, or related field

• Excellent communication skills and the ability to explain program information

• Proficiency in marketing and outreach tools: Social media, Adobe, YouTube, etc.

• Ability to communicate effectively and convey points clearly to community partners, team members and management

• Experience with diverse populations required

• Basic computer skills

**Salary and Benefits**

The top salary for this role is 57K. Salary is commensurate with experience and based on the organization’s salary scale.

Empire Justice Center offers a generous benefit package, including health insurance, life insurance, vacation, holiday and sick time. We are an organization that supports and encourages a work/life balance.

Empire Justice Center is an Equal Opportunity/ Affirmative Action employer and desires a diverse and inclusive work force. Women, the elderly, people of color, people with disabilities, and people in the LGBTQ+ community are welcomed and encouraged to apply.

If interested, please email a cover letter, resume, and three (3) professional references to: employment@empirejustice.org. Please include CASH/RYFF Manager, Marketing Communications, First/Last Name to the subject line of the email. No phone calls or hard copies please.