



## Communications Fellow

### Job Announcement:

The Allyn Family Foundation is seeking a Communications Fellow to co-design, manage and execute a comprehensive communications strategy for their reproductive wellbeing movement.

### Overview of the Allyn Family Foundation and Women's Health Initiative:

The Allyn Family Foundation (AFF), established in 1954, seeks to build strong families and vibrant neighborhoods in Central New York. The Foundation focuses on three core areas: Economic Opportunity and Empowerment, Early Childhood, and Women's Health. Within the realm of Women's Health and Empowerment, we aim to improve the social, emotional, and environmental factors that contribute to unintended pregnancies among young women of color ages 13-30, with a focus on increasing autonomy and control, through capacity-building and promoting health equity. We aim to increase access to tailored and accurate information, increased availability of contraceptive methods and other resources to support young people's ability to make strategic life choices as they emerge as agents of change for their individual and collective empowerment. The two central projects of the women's health initiative at the foundation are the *Reproductive Wellbeing* initiative and the *Layla's Got You* campaign.

### Summary of the Position:

We are seeking a creative and highly motivated Communications Fellow to assist with advancing our women's health work. This will include the development of marketing and communications that support the strategies under our women's health initiative. The Communications Fellow will work closely with the Director to help build the local movement around reproductive wellbeing by creating digital content and communications, and helping to capture and share messages, stories, and experiences that align with, and convey, the mission and values of reproductive wellbeing.

### DUTIES

- Work with the Director of Women's Health to design a marketing strategy that utilizes a broad, cost-effective range of platforms to grow reproductive wellbeing awareness.
- Oversee a daily social media stream across Facebook and Instagram that consistently tells the story of African American and Latina women in Syracuse.
- Adapt points from creative briefs and write high-engagement social media content that reflects our brand's voice; propose copy and present underlying strategic thinking.
- Design a range of materials including program briefs, PowerPoint presentations, and reports that can be shared with the AFF Board of Directors and close partners.
- Design a range of newsletters, e-blasts, flyers, posters, banners, etc. using established Brand Guide.
- Identify and cultivate new partner relationships for marketing purposes.
- Provide Technical Assistance in the design of marketing collateral and logos .

### MINIMUM REQUIREMENTS

- Associates Degree (or equivalent) in communications design, graphic design, public relations, communications, marketing, or related field
- Demonstrated success in managing a social media presence.
- Fluency in social media platforms including a working understanding of analytics.
- Demonstrated ability to work independently and within a team.
- Demonstrated ability to prioritize among multiple projects with short deadlines.
- Commitment to culture, agency, inclusivity a must.

A strong preference will be given to candidates who have experience with creating brief videos and/or video editing, or fluency in Adobe Creative Suite.



#### **Miscellaneous**

- Position start date is ASAP.
- The position is part time with no benefits.
- Communications Fellow will report directly to the Director of Women's Health and Engagement.

#### **Application Instructions**

- Interested applicants should submit a résumé, cover letter, and a digital portfolio of past marketing and communications materials to Tiffany Lloyd at [Submit2AFF@gmail.com](mailto:Submit2AFF@gmail.com).
- Applicants should submit all materials by Thursday, February 4, 2021.