

Role: Communication Officer at RYLA

Position Overview: The Communication Officer at RYLA is responsible for managing and executing all communication strategies to ensure clear, consistent, and engaging messaging across various platforms. This role is crucial in maintaining strong relationships with participants, parents, staff, and external stakeholders, as well as enhancing the overall visibility and reputation of RYLA. The ideal candidate is a skilled communicator with experience in public relations, social media, and content creation.

Key Responsibilities:

- **Communication Strategy:** Develop and implement communication strategies to effectively promote RYLA's mission, values, and events. Ensure that all communication aligns with the program's objectives and brand identity.
- **Content Creation:** Create, edit, and distribute engaging content for newsletters, social media, websites, and other communication channels. This includes writing articles, capturing photos, and producing videos that highlight the RYLA experience.
- **Social Media Management:** Oversee RYLA's social media presence by creating and curating content, managing posts, and interacting with followers. Monitor social media trends and analytics to optimize engagement and reach.
- **Public Relations:** Serve as the primary contact for media inquiries and external communications.
- **Internal Communication:** Facilitate effective communication within the RYLA team by organizing regular updates, meetings, and feedback sessions. Ensure that all staff and volunteers are informed and aligned with the program's goals.
- **Stakeholder Engagement:** Maintain strong relationships with participants, parents, alumni, sponsors, and community partners. Ensure clear and consistent communication before, during, and after .
- **Brand Management:** Ensure that all communication materials and activities are consistent with RYLA's branding guidelines. Maintain a positive and professional image of RYLA across all platforms.
- **Event Promotion:** Promote RYLA events and activities through various channels, including email campaigns, social media, and community outreach. Work closely with the event planning team to ensure successful promotion and attendance.

Qualifications:

- Excellent written and verbal communication skills.
- Strong knowledge of social media platforms, content creation, and digital marketing.
- Proficiency in graphic design, photography, and video editing is a plus.
- Ability to work independently and as part of a team.
- Strong organizational skills and attention to detail.
- Ability to handle sensitive information with discretion.

Preferred Qualifications:

- Experience in an educational, nonprofit, or leadership program setting.
- Familiarity with RYLA's mission and values.

Work Environment: The Communication Officer will work at camp and remotely. The role involves collaborating with various teams and interacting with participants and stakeholders throughout the program.