



Coordinator of Outreach & Social Media Caregiver Services Program

JOB ANNOUNCEMENT

Synopsis: Use your marketing and social media skills, and your creativity, working with a dynamic team to build a program that makes a difference in the lives of older New Yorkers, their caregivers, and the community.

Organizational Background: Hamilton-Madison house has been serving the residents of Manhattan's Lower East Side since 1898, with offices located throughout Chinatown and the Lower East Side, Two Bridges neighborhoods, as well as programs reaching throughout New York City's five boroughs. We foster the wellbeing of vulnerable populations including the elderly, children, the ill and handicapped, new immigrants, refugees and the unemployed by delivering critical, timely and culturally appropriate services for all stages of life.

Summary of Position: Hamilton-Madison House's new Caregiver Services Program serves informal/unpaid caregivers of older adults, and their loved ones, throughout Manhattan's community districts 1-7, comprising all of Manhattan below 59th Street and the west side of Manhattan to the northern tip of Central Park. The Coordinator of Outreach & Social Media is an integral part of the team, creating and implementing an outreach plan and developing targeted training materials to ensure that caregivers and referral sources are aware of the Program and receive information and support. The Coordinator of Outreach & Social Media will work with the Program Director and a consulting organization to create, launch and maintain a social media platform providing information for caregivers; and working with Caregiver Service Program team to ensure that information and resources are widely disseminated through social media and other platforms to reach as many caregivers as possible.

Minimum Qualifications:

- Bachelor's Degree in communication or a related field; Master's level degree preferred.
- Minimum three years' experience in a professional setting working with marketing, outreach, and social media.
- Excellent verbal and written communication skills.
- Excellent understanding of and skills related to social media including snapchat, instagram, Facebook, and website content.
- Highly organized and detail oriented; able to plan, manage and successfully complete multiple concurrent projects, frequently with short deadlines.
- Ability to work independently as well as on a team.
- Ability to handle complex and difficult situations in a professional manner. Demonstrated ability to conduct one's self in a calm and professional demeanor when dealing with the public and/or with difficult situations.

Responsibilities:

- Assist Program Director in developing, implementing, and analyzing data from surveys of constituents (e.g., caregivers, care receivers, referral sources).
- Develop broad-based social media platform to keep Manhattan 1 catchment area caregivers, referral sources, and stakeholders informed of Program activities and resources.
- Identify existing training, education, and informational resources that can be used as part of social media platform.
- Work with Program team to develop workshops, training, and support group materials for in-person, virtual, written, and digital distribution.
- Work with Program team to maintain and expand community partnerships by being active and visible in the community and working closely with other professional, civic, non-profit, and for-profit organizations.
- Deliver information sessions and workshop content to diverse groups of older adults and caregivers of all ages.

This is a full time, exempt position.

Compensation: Commensurate with qualifications and experience

Hours: Monday to Friday, 35 hours per week; occasional nights and weekend hours required.

To Apply: Submit cover letter and resume to:
Fax: 212.349.2793
Email: hrdept@hmonline.org

Posting Date: February 4, 2020 **Application Deadline:** Until filled

Hamilton-Madison House is an Equal Opportunity Employer