

CREATIVES REBUILD NEW YORK

Job Title:	Communications and Outreach Coordinator
Reports to:	Director of Strategic Impact and Narrative Change
Status:	Hourly, Non-exempt
Application Posted:	November 1, 2021
Application Deadline:	November 19, 2021

[Creatives Rebuild New York](#) (CRNY), a fiscally sponsored project of Tides, is a time-bound, two-part workforce initiative for artists across New York State. CRNY will provide artists with either full-time employment opportunities or guaranteed income to mitigate the devastating economic impact of the COVID-19 pandemic. The organization is seeking a Communications and Outreach Coordinator.

Position Summary

The Communications and Outreach Coordinator, a part time position, will work to communicate CRNY's funding opportunities and related content to a diverse range of stakeholders and audiences. An excellent writer and communicator, the Coordinator will be responsible for planning and implementing promotional strategies that increase, broaden, and deepen awareness of CRNY's programs across New York State, and grow the applicant pool for both the Guaranteed Income and Artist Employment programs. A substantial part of this outreach and communication work includes creating content and designing visual materials for media and target audiences, as well as executing social media campaigns on a variety of web-based platforms. The Communications and Outreach Coordinator will also work with the Director of Strategic Impact and Narrative Change to broadcast the impact of CRNY's programs, collecting and amplifying the stories of participating artists, organizations, and communities.

Duties and Responsibilities

Social Media

- Develop, curate, and share engaging content daily across CRNY's social media platforms, maintaining a unified voice across different channels
- Create and edit written, video, and photo content as needed
- Communicate with followers in a way that builds community and camaraderie, responding to comments, inquiries, and direct messages in a timely manner
- Suggest and implement campaigns or features to grow CRNY's audience in alignment with our organizational values and communications needs
- Oversee the design and management of CRNY social media accounts (e.g. Facebook timeline cover, profile pictures) in keeping with CRNY's brand guidelines
- Stay up-to-date with current technologies and trends in social media, design tools, and applications

- Review analytics and create reports on key metrics

E-Newsletter

- Develop and draft the content for the monthly CRNY e-newsletter, based on the input and needs of CRNY program staff
- Implement best practices with regard to CRNY's newsletter design, list management, and email optimization (MailChimp)
- Manage the info@creativesrebuildny.org email account - responding to general inquiries within 24-48 hours

CRNY Website/Blog

- Liaise with CRNY's web developer on any structural needs or changes to the CRNY website
- Maintain and update content on the existing website as needed (Wordpress)
- Collaborate with CRNY staff to establish a timeline and strategy for regularly scheduled CRNY blog posts
 - Work with CRNY staff and external writers and artists to develop and deliver blog content
 - Solicit photos, graphics, and/or videos to accompany all blog posts, and secure appropriate captions and credits
- Monitor SEO, Google Analytics, and user engagement, and suggest content optimization where appropriate

CRNY News/Media

- Create and maintain a database of media contacts and press outlets for advance notice about CRNY news
- Develop publicity materials, press release drafts, and other promotional copy for review by CRNY program staff
- Receive and direct media inquiries to appropriate CRNY staff

Application Outreach

- Support the Guaranteed Income and Artist Employment teams to implement an outreach strategy to ensure artists and organizations across New York State know how to apply for program funding
 - Suggest and implement social media campaigns or special features to engage target audiences
 - Conduct research to identify local/community media outlets as needed
 - Create digital and hardcopy assets and messaging for distribution via strategic partners
 - Incorporate translation and other accommodations to reach non-English speakers, people with disabilities, and those without access to the internet

Qualifications

Required

- Excellent copywriting, editing, and verbal communications skills
- Passion for social media and 3-5 years experience using major social media platforms and social media management tools
- Demonstrated ability with audience-specific outreach and promotional strategies
- Ability to work under pressure, organize work assignments, set priorities, and meet deadlines

- Diplomatic and collaborative approach to working on time-sensitive issues with diverse groups of individuals
- Experience with Microsoft Office; Adobe Creative Suite (or equivalent photo and video editing software); Wordpress; and MailChimp (or equivalent email marketing platform)
- A strong sense of aesthetics and graphic design
- Impeccable attention to detail

Preference will be given to candidates who additionally meet the following criteria

- Experience working with artists and/or in the non-profit arts sector
- Passion for and familiarity with issues related to arts advocacy, artist employment, the solidarity economy, guaranteed income, or other creative workforce topics
- Proficiency with Airtable or other database management software
- Undergraduate or graduate degree – or equivalent – in marketing, design, or a related field

Hours and Compensation

This is an hourly, part-time position working approximately 20-25 hours per week at a rate of \$22.00/hour, with a generous part-time benefits package available.

The position is a remote position, with occasional team meetings to take place in New York City, depending on the appropriateness of in-person meetings during the COVID19 pandemic. Please note that this position must accommodate east coast hours regardless of location; preference will be given to candidates located in New York State given the geographic focus of Creatives Rebuild New York.

Women, people of color, and LGBTQ+ people are strongly encouraged to apply. CRNY is committed to the principles of equal opportunity; our organizational policies, practices, and decisions regarding employment, hiring, assignment, promotion, compensation, volunteerism, internships, and other terms and conditions of employment or voluntary service shall not be based on a person's race, color, sex, age, religion, national origin, mental or physical disability, ancestry, military discharge status, sexual orientation, gender identity or expression, marital status, source of income, parental status, housing status, or other protected status, in accordance with applicable law.

To Apply

Email info@creativesrebuildny.org with a cover letter detailing how you would contribute to the programs at Creatives Rebuild New York. Please include the following materials as attachments:

- a current resume
- a work sample (visual or written)
- contact information for three professional references

The deadline to apply is Friday, November 19, 2021.