NOW HIRING: COMMUNICATIONS MANAGER
HOURS: Full-time
SALARY: $42-$50K based on experience, plus benefits, PTO, and flexibility
LOCATION: New York City
DATE POSTED: February 15, 2022

Street Lab is a nonprofit that creates and shares programs for public space across New York City. Using custom-designed installations, we pop up in parks, plazas, and other public spaces to offer places to gather around reading, drawing, and creative experiences for all ages. We partner with community-based organizations and with city agencies, and we prioritize underserved locations. We do this work in order to improve the urban environment, strengthen neighborhoods, and bring New Yorkers together.

In 2021, we offered our programs 280+ times in 70 locations across the city, including in newly created public spaces piloted in partnership with neighborhood groups and the city. We are growing rapidly and hiring a Communications Manager who will develop and implement an original, organization-wide communications strategy that takes full advantage of our extensive presence on the street and engages the public and our partners in ways that are meaningful, useful, and inspiring.

As Communications Manager, you will work closely with a team of creative people who design and deploy our installations across the city, including two co-founders/Directors who have led the effort for more than 15 years. We are focused on the experiences that we create on the street, down to the smallest detail, with an eye towards creating something remarkable that brings New Yorkers together. And we want you to bring that same focus to your role as Communications Manager. To us, communications is not an afterthought—it is an integral part of Street Lab’s creative process. When we put a small, pop-up reading room in the middle of the street, we are trying to say something big, about the untapped possibility of neighborhoods, urban life, and New York City itself. We need you to take a photo that tells this story, but we also want you to be part of deciding what we put on the street in the first place and why, because that is where the story is truly written.

As such, you will report to the Executive Director and will work closely with Street Lab’s Program Designer to understand the thinking behind our programs. You will develop an organization-wide communications strategy and will be responsible for ensuring that everything Street Lab shares is well-written, visually compelling, and valuable to the people who read and see it. You will take a hands-on approach to this challenge, and your day-to-day tasks will involve photography, video, writing, web design, and graphic design. You will also rely on an Airtable database and other digital platforms to collaborate with other team members. The work will require frequent visits to neighborhoods to take photographs and video, especially during spring and summer when we are launching new programs. On the street, like everyone at Street Lab, you should also be ready to shift gears and lend a hand setting up installations, talking with the public, and even overseeing events from time to time. During the quieter winter months, you will work primarily at a desk, helping to prepare proposals and reports, build our web site, and launch our next season. Throughout, you will create content for our web site and social media, help create design proposals and visual
presentations, and develop workflows to collect, organize, and share assets and content with the team.

Hours are flexible but you will occasionally need to be available as needed according to our programming schedule, and work some weekends hours. This is an exempt position that does not pay overtime, however we will work with you to create a flexible work schedule that does not exceed 40 hours/week.

Responsibilities:

- Develop and implement a communications strategy that supports Street Lab’s mission and unique approach to activating public space
- Take photos on the street (and collect photos from other staff), organizing, developing, key-wording, and sharing these images internally and externally
- Create original graphics and other visual assets that are informative, beautiful, and visually consistent across all materials
- Create a style guide and templates for wide variety of digital and print items, including flyers, brochures, pitch decks, proposals, and event signage that other staff can use in creating items themselves
- Write compelling content (and edit the work of others) for publishing on our web site, newsletters, proposals, and reports
- Maintain a library of more than 50,000 photographs and other digital assets, with a focus on increasing access to assets by our staff and partners
- Assist in management of our website, creating content that is clear, compelling, accessible and search-engine optimized (Wordpress)
- Draft and schedule social media content
- For all of the above, develop specific workflows and guidelines, making the most of our existing platforms for record-keeping and communication
- Assist with various administrative tasks as needed to support communications
- Participate in strategic planning, program design and season evaluation

Qualifications:

- College or graduate degree
- At least two years of related experience in communications, marketing, visual and graphic design
- Talented at photography, videography
- Talented at creating other visual assets, graphics, diagrams and visual presentations. (Candidates with strong photography skills but less experience with graphic design will still be considered.)
- An outstanding writer, who leads with visual images and can creatively integrate compelling text
- Meticulous about organizing assets and creating systems to share them efficiently, internally and externally
- Demonstrated proficiency in Adobe Creative Suite (Lightroom and Photoshop required, Illustrator preferred)
- Experience using WordPress or similar content management systems
- Strong organization, planning, and time management skills; ability to work in fast-paced, stakeholder-focused team environment
- Experience with workflows and databases (we use Airtable), facility with digital platforms (we use Slack and Notion), and comfort in a Mac-based office environment
• A demonstrated capacity to teach yourself and master new technical and creative skills, either the ones mentioned above or new ones that will help strengthen your work
• Ability to get around the boroughs, by public transportation and/or bike
• Able to engage with a broad range of people
• Confidence in representing Street Lab and explaining the organization’s work to the public
• Language skills and knowledge of NYC neighborhoods are a plus
• Driver’s license and experience driving in NYC a plus
• Due to our work with seniors and young children, we require all Program Staff to have received both the initial COVID-19 Vaccination series and a COVID-19 booster shot

Street Lab does not discriminate against any applicant or employee with regard to hiring, retention, promotion, benefits or compensation because of race, national origin, ethnicity, citizenship, gender, age, marital status, creed, sexual orientation, disability, or any other characteristic protected by law. See our Diversity and Inclusion Policy and Equal Employment Opportunity Policy.