

COMMUNICATIONS COORDINATOR

ABOUT COOL CULTURE

Founded in 1999, Cool Culture is a New York City based nonprofit that seeks to amplify the voices of families and strengthen the power of historically marginalized communities through engagement with art and culture, both within cultural institutions and beyond. The organization partners with 50,000 diverse families, more than 400 early childhood centers and Title I schools, and 90 cultural institutions in New York City. Cool Culture encourages community members to use arts and culture to celebrate their cultural heritage and creativity and to connect and build community in an increasingly complex world. We are building a movement of individuals and organizations committed to providing a more equitable future for families, tomorrow's artists, art lovers, activists, and communities.

Cool Culture programs operate at the citywide and neighborhood level. We support a network of families, educators, administrators, museum professionals, and artists in cultivating community, storytelling, relationship building, healing, and activism through arts and culture. We are invested in finding innovative ways to connect with and engage the 50,000 families who partner with us as collaborators in the quest to bring the human right of art and expression to every community. We believe the exchange of individual diverse stories provides a larger narrative for addressing systemic inequities.

POSITION

The Communications team is responsible for building a culture of narrative strategy, and strategic communications across the organization as a tool for driving social change. This includes responsibility for the strategic communications, narrative strategy, voice, and Cool Culture identity. The Communications team works closely with the Executive Director, Programs, and Development teams to amplify the voices of families and community partners, as well as Cool Culture's mission, vision, and impact. The Communications Coordinator will report to the Director of Communications.

WHO YOU ARE

- You have at least 1 - 2 years experience effectively managing project implementation in the nonprofit sector, innovating to strengthen projects, and juggling multiple responsibilities, priorities and deadlines
- You have exceptional written and oral communication skills
- You have experience with community building and audience development, and working with families and communities, including BIPOC, multiracial, multigenerational, LGBTQ+, and or economically marginalized communities
- You have experience as a content creator for social media platforms such as Instagram, Facebook, TikTok, Discord, etc.
- You are attentive to detail, and are deadline driven while maintaining an emphasis on creating and evolving materials and processes that reflect the interests and priorities of your audiences
- You have an excellent command of Microsoft Office and/or Google suite, familiarity with Canva, Adobe suite or other design software is a plus
- You have a well-honed analysis of issues of equity, structural racism and your own privileges

- You are adaptable, responsive, proactive, and comfortable with change
- You are comfortable with embracing the ethos that good ideas can come from anyone

Also a plus:

- Proficiency/fluency in Spanish
- A working knowledge of family engagement, cultural organizing, NYC public schools, early childhood centers, and/or the art and cultural landscape
- Bachelor's degree in a communications related field

WHAT YOU'LL DO

Identity and Content Management

- Support collaboration across program and development teams to assist with alignment of messages and to ensure consistency in Cool Culture materials in language, logo use, and overall identity for programmatic, fundraising, and press materials
- Support the Director of Communications to assess and implement strategies to build engagement for organizational and project-specific goals
- Create and evolve presentation decks, support creation of a Written Style Guide and updates to Design Style Guide

Project Management

- Social Media: Research on current audiences on social media, identify trends in digital social platforms and culturally inclusive and relevant topics on arts, culture, wellbeing practices
- Creating and updating website and social media content including text, photography, and structural elements. Evolve best practices guidelines for in-house editing and updates.

Community Building & External Partnerships

- Write and edit for multiple formats and audiences including web articles, press releases, social media, enrollment emails, presentation decks, video clip captions
- Expand and deepen collection of impact stories through interviews with community members - such as families, artists, educators, cultural institution partners - and produce written and digital content of Cool Culture's community impact for cross-promotion
- Monitor social media messages and respond to inquiries as appropriate
- Support the Communications team and the organization to identify trends related to the organization's social change goals, monitor current events, and to support the organization's policy and advocacy efforts and influencers within the Cool Culture community
- Monitor press mentions of Cool Culture and seek press opportunities

Full time. Compensation range \$50,000 - \$60,000 depending on experience.

Location: Currently remote due to COVID restrictions, offices are at 80 Hanson Place, Suite 605 Brooklyn, NY 11217

Cool Culture has a mission-driven commitment to principles of equity and diversity, is an Equal Opportunity Employer, and does not discriminate on the basis of race, creed, color, gender/ gender identity/ gender expression, age, ethnicity, national origin, sexual orientation, religion, HIV serostatus, disability, or marital status. BIPOC folk, womxn, immigrants, LGBTQ+, and members of other historically marginalized groups are strongly encouraged to apply.

READY TO APPLY?

This position includes an excellent benefits package. To apply, please email hr@coolculture.org with the subject line “Communications Coordinator, [Your Name]” and submit (1) resume, (2) in lieu of a cover letter, write responses to the four application questions below, and (3) a writing sample, preferably a sample written on behalf of your organization.

- Briefly tell us about a time when you managed a communications initiative or project that brought improvements to existing operations. What was your process and what led to its success?
- Tell us about how you work with others. What is your approach to collaboration, what do you find challenging, and how do you exchange feedback?
- In what ways have you worked to address issues of equity, structural racism and patriarchy, as well as your own privilege, in your work practices and products?
- Why are you interested in working with an organization seeking to “amplify the voices of families and strengthen the power of historically marginalized communities through engagement with art and culture, both within cultural institutions and beyond”?