Position Profile

Director of Communications and Narrative Strategy
THE ORGANIZATION

Cool Culture is a nonprofit BIPOC-led social justice organization that harnesses arts and culture to strengthen family and community wellbeing, to create social and systemic change, and a more just and equitable society. Since its inception 20 years ago, Cool Culture has worked to increase access to resources that: celebrate our cultures while engaging in creative practice; support families’ connections with arts and culture and one another across race, class, and culture; and harness arts and culture as a pathway to the human capacity for empathy. We are building a social change movement driven by families working in partnership with artists, educators, museum staff, and other committed New Yorkers invested in a shared goal of creating equity and supporting family wellbeing in community anchors – schools, early childhood programs, museums, cultural centers and more.

Our community consists of **50,000 families** annually, 83% of our families are BIPOC. 47% speak a primary language other than English, the majority face economic injustices. **More than a thousand educators from over 450 early learning programs and schools** - who speak families’ languages and reflect their demographics. Hundreds of **museum educators and cultural workers from 90 of NYC’s museums**, historical societies, botanical gardens, wildlife, and scientific centers. Cool Culture’s resolute team reflects the diversity of our families. We are Latinx, Black, East- and South-Asian American, LBGTQIA+ and allies. We are mothers, brothers, sisters, aunties, and uncles, educators, policy makers, artists, and authors with a deep commitment to social change.

PROGRAMS

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.

Our **CityWide Programs** bring together a unique network and innovative programming for families that affirms NYC's diverse cultures and increases participation in the arts and culture. Initiatives include the Family Pass (free access to 90 cultural institutions for families with children from birth to Kindergarten), Bring the Cool family festivals, Cool Pops (pop ups at museums), Virtual Tours, and a forthcoming digital app.

Our **We Are All Curators** suite of programs harness the power of the arts and culture to uplift the curator in all of us by making meaning through creative expressions, to critique dominant narratives and conditions impacting families and their communities, and to support families and partners in acting creativity for juice.

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

We are a small and resourceful team that wears multiple hats, understand the importance of being agile to achieve our mission, and seek to provide clear direction while also being comfortable with ambiguity. The ideal candidate must have a practice that is informed by a racial equity framework, and a deep understanding of equity and social justice that is actively integrated into their practice. They should bring leadership experience in narrative strategy, social justice, marketing, research, communications. In line with this experience, they should enjoy working in an environment that values collaboration and interdependence over hierarchical structures and autonomy. We are seeking a candidate with at least 12 - 15 years’ experience working in a senior role in marketing and communications with a prowess of narrative strategy. The Director of Communications and Narrative Strategy will report to the Executive Director and lead two full-time staff members while focusing on expansion.

Strategy, Vision & Leadership

• Develop a marketing and communications plan that outlines the goals, targets, and strategies that will build brand awareness for our programs and services and creates messages that amplify voices, convey impact and outcomes in the community, and advance social justice.
• Curate a narrative strategy that is communicated across the organization to unify messaging and be utilized as a tool for driving social change.
• Lead the development and implementation of an integrated, multi-channel communications plan that deepens the engagement of Cool Culture’s partners and stakeholders.
• Develop, implement, monitor, and innovate systems and procedures necessary to support marketing and communications across the organization.
• Develop and coordinate a relationship-centric strategy for securing input from Cool Culture families and other key partner stakeholders to ensure messaging and engagement are aligned with our narrative strategy, social justice values, and reflect our constituent priorities and interests.
• Develop and oversee competitive analysis, assessments, performance metrics; report progress and update strategy in response to emerging data trends.
• Create and execute a strategy that will allow Cool Culture Board members and all staff at every level of the organization, families, educators, interns, consultants, volunteers, and other and key constituents to serve as ambassadors and contribute to our movement for social change.

Marketing and Brand Management

• Develop, direct, and execute the marketing plan and brand strategy for all collateral including print, digital, audio, video, and social media platforms.
• Build the brand across all platforms and collateral including marketing Cool Culture to the media, stakeholder audiences, and general community to enhance brand awareness, brand identity and public perception. Partner with development, programs, policy, and operations staff to craft strategy relevant to execution with targeted stakeholder groups.
• Manage the creative team and oversee design concepts, market, and target results, and make appropriate adjustments.
• Proactively engage other departments through brainstorming teams to further explore marketing and outreach strategies. Manage projects working collaboratively and effectively across departments demonstrating teamwork at all levels of the organization.

Identity, Content Strategy and Management

• Strengthen Cool Culture’s visual identity and voice.
• Ensure that our narrative strategy is infused in all organizational efforts and consistently articulated internally and externally.
• Identify trends, monitor current events, policy and advocacy efforts and influencers (community leaders, artists, educators, policy makers).
• Collaborate with programs, development, and operations teams to design, implement and assess strategies to build engagement for organizational and project-specific goals.
• Develop marketing and communications plans, procedures, budgets, events; measure and report performance
• Build out the team, create performance and develop plans for staff, using a supportive and collaborative approach provide constructive feedback to promote professional development and growth.
• Promote a culture of high performance and continuous improvement that values learning.
• Set objectives, establish priorities, and evaluate staff performance.
• Manage staff, consultants, volunteers, vendors, and related contract(s) in connection with large scale events.
• Create an equitable and supportive work environment.

COMPENSATION

Compensation is commensurate with experience. Salary range $110,000 - $125,000.

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts, or expectations associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change, e.g., emergencies, changes in personnel, workload, rush jobs, special projects, technological developments, etc.

Cool Culture has a mission-driven commitment to principles of equity and diversity, is an Equal Opportunity Employer, and does not discriminate based on 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.
MRW Consulting Group International (www.mrwconsulting.com) has been retained by Cool Culture to conduct this search. All correspondence will remain confidential. MRWCGI affirms, without reservation, the principles of equal opportunity in employment. We will not discriminate against qualified candidates for any unlawful reasons, including race, religion, gender, national origin, age, or disability. We expect our clients to comply with nondiscrimination policies and practices.

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