

Communications Manager
Job Announcement and Position Description

OVERVIEW:

Launched in 1983 as Public Interest Projects, a 501(c)(3) public charity, NEO Philanthropy, a mission-aligned and values-forward social justice philanthropy organization, is a New York-based national leader in innovative philanthropic solutions. NEO is proud of its work on behalf of some of the most critical social justice issues of our time, including immigrant and refugee rights, anti-human trafficking, voter engagement/civic participation and non-partisan pro-democracy elections work; racial justice; LGBTQ equality; reproductive freedom and more. Dynamic and growing, NEO leads large-scale collaborative grantmaking funds on a range of social justice issues, provides fiscal sponsorship and management to projects and campaigns, manages donor advised funds and develops organization and field-focused capacity building initiatives.

POSITION SUMMARY:

NEO Philanthropy seeks a creative, proactive, motivated, emotionally intelligent Communications Manager, well-versed in strategic communications to join our communications team. The Communications Manager will manage the creation and implementation of innovative, cross-cutting effective communications strategies and tactics that deepens NEO's impact. Reporting to the Director of Communications, the Communications Manager will help promote NEO programs and services across social and traditional media platforms to philanthropic and other audiences and manage its internal/institutional communications processes and activities. A key responsibility is communicating information to target audiences, including philanthropic and grantees/partners, about NEO organizational projects, services, events, funds and staff/executive leadership, in a way that articulates the work, issues of interest, values, opinions and expertise of NEO and lifts up the NEO brand. The position will work closely with NEO staff -- particularly the Communications Director, key executive leadership, program staff and management including our fiscal sponsorship, donor services and collaborative fund staff.

RESPONSIBILITIES:

Website, Social Media, Communications Platforms:

- Develop and implement a social media strategy for NEO integrated with its strategic communications plan.
- Manage NEO website, generate and post content, update website financial and staff information.
- Manage NEO social media channels on daily basis, curate and author content, expand NEO's social media reach, monitor conversations on issues of importance to NEO and track metrics.

Internal-Institutional Communications and Collateral:

- Draft and edit/update fact sheets, information kits and branding material.
- Support preparation of proposals and other materials related to NEO's business and fundraising.
- Create in-house staff communications e-newsletter and ensure staff are updated on relevant NEO news and policies.

- Work with Director(s) to create NEO internal and external communications plans and subplans related to programmatic and institutional work.
- Support comms-related priorities of DEII (Diversity, Equity, Inclusion, Intersectionality) implementation and help ensure a racial equity lens on NEO communications.
- Support implementation of NEO communications readiness and reactive communications protocols.

External-Brand Communications Support:

- Produce content in collaboration with NEO staff that highlights programmatic priorities, for website blog and other platforms, as part of NEO brand/marketing/PR strategy; create and implement editorial content calendar.
- Draft and place “thought leadership” pieces in appropriate outlets and platforms.
- Write and disseminate press releases, announcements, statements.
- Ensure visual and narrative consistency and quality of the NEO brand, including presentation and accuracy of NEO information, through all collateral and communications activities.

Management, Support, Planning:

- Work with Communications Director to develop department budget and annual communications strategy, as well as communications plans for key programmatic priorities.
- Manage communications consultants/vendors, including website host consultant.
- Support NEO staff in their understanding of, participation in, and use of organizational communications resources and strategies.
- Support NEO’s communications readiness (*aka* reactive or “crisis communications”) planning.
- Perform other job-related responsibilities and projects as assigned by the director.

QUALIFICATIONS:

The successful candidate will be collaborative in nature, have a strong instinct to innovate and experiment with new ideas, substantial working knowledge of, and practice in, social media and digital communications best practices, and a deep interest in or knowledge about equity and anti-racist intersectional framing and communications. Additional qualifications include:

- Five (5) to seven (7) years of related communications experience, working with a social change, non-profit, or similar organization, foundation or for-profit entity, with-in the social justice arena; knowledge of philanthropy a plus.
- At least one-to-two (1-2) years media relations experience, including media monitoring, handling media inquiries and possible spokesperson responsibility.
- Excellent writing skills, particularly drafting and editing PR collateral and web copy; strong verbal communications skills.
- Demonstrated experience growing and assessing social media channels and creating and executing social media strategy, particularly for a mission-driven non-profit; demonstrated ability to expand and engage audiences through Facebook and Twitter; using social media to foster “echo chamber” for NEO messages and content and increase/diversify followers among its philanthropic audiences; social “listening,” monitoring and issue tracking and reporting.
- Experience using Microsoft office tools; Zoom webinar facilitation; social media management/monitoring tools such as Meltwater, TweetDeck, Google Alerts/Google News, among others.

- Understanding of basic server and website platforms, including html and CSS and Wordpress, for handling routine website posts and page updates; crafting e-communications in Constant Contact, Mailchimp or similar formats; Salesforce adept.
- Basic visual skills for researching, taking and rendering photos for website and social media.
- Keen research skills, including vetting, media scans and reporting; adept at performing due diligence on content accuracy, good fact-checker and proofreader.
- Experience managing consultants, including work plans, timelines and contracts.
- Ability to provide counsel and serve as communications interface to grantees, partners and portfolio managers in need of training materials and other communications resources.
- Self-motivated and ability to work with different levels of personnel, including programmatic staff and executive leadership, to move projects and tasks to completion.
- Interest in and experience working with social justice, civil and human rights, and other issues.
- Commitment to equity and reducing disparities based on race, ethnicity, immigration status, sovereignty, gender, sexual orientation/gender identity, disability and socioeconomic status.
- Related BA or BS degree; equivalent education and work experience also considered.

COMPENSATION AND BENEFITS:

Salary range for this position is \$75,000-85,000 per year, depending on experience. NEO provides generous benefits, which include medical, dental, vision, life, long term disability, and pet insurance. We also administer an FSA, EAP, commuter benefits, 401k retirement plans, with an employer match after one year of service, and have generous paid time off.

WORKING ARRANGEMENT:

NEO Philanthropy has its headquarters in NYC. As a result of COVID-19, the NEO Central staff are working fully remote through Tuesday, September 7, 2021 (post-Labor Day) although staff do have the option to work from the office upon request on a limited basis. In non-pandemic times, NEO HQ has a hybrid work remote structure based on job function. It is our expectation that this role will be able to be fully remote with in-person meetings required 6-8 times per year; however, staff will have the option to select a partially or fully in-office schedule if they are based in NYC.

TO APPLY:

Interested applicants should send an application that includes a resume and cover letter to: jobs@neophilanthropy.org. Please include "Communications Manager – [your name]" in the subject of your email. No phone calls please.

NEO PHILANTHROPY CAREERS: NEO Philanthropy is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. NEO's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.