



THE JUNIOR LEAGUE  
OF THE CITY OF NEW YORK, INC.  
130 EAST 80TH STREET  
NEW YORK, NY 10075  
212 288-6220

## **Job Description Communications Manager**

**Location: New York, NY**

**Industry: Nonprofit**

**Full-Time**

**Exempt**

**Reports to Chief Operating Officer (COO)**

### **Organization**

The New York Junior League (NYJL) assists women, children and families in need by supporting the organizations that serve them through hands on programming and capacity building.

The NYJL is an organization of women committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Since 1901 when Mary Harriman founded the first Junior League here in NYC, The NYJL has evolved into one of the oldest, largest, and most effective women's volunteer organizations in the world, encompassing more than 140,000 women in 291 Leagues in four countries.

Today, the NYJL is comprised of over 60 volunteer committees and is led by a Board of Directors comprised of 14 volunteers who have served the NYJL and the community with distinction. With an annual budget of approximately \$4,000,000 the NYJL's operations are primarily financed through membership dues and volunteer-supported fundraising events.

NYJL volunteers are bound by a single goal: to improve the health and well-being of women, children, and families in our city. Visit [www.nyjl.org](http://www.nyjl.org) to learn more.

### **Position Summary**

The New York Junior League seeks an energetic, collaborative and motivated individual to join the team as a full-time Communications Manager based in the Upper East Side of Manhattan. The Communications Manager is a key staff member of the NYJL and is responsible for the collaboration and execution of a media relations and communications strategy to advance the awareness of the mission, outreach, and impact of the NYJL.

The Communications Manager will manage all internal communications directed to members to aid them in their leadership and volunteer roles and activities. They will develop key messaging for external facing audiences and will seek substantial placements in all media platforms to increase the awareness of the NYJL, its works and impact in New York City.

The Communications Manager will work cooperatively with all areas of the NYJL and in particular with the NYJL President, Board of Directors, Management Council and related public relations and communications committees and volunteers.

This person will demonstrate organizational and operational excellence in leading communications initiatives. A successful candidate must be proactive, strategic, creative, and a self-starter. They will thrive on change and collaboration, and are willing to roll up their sleeves on all aspects of the position.

**Responsibilities include but are not limited to the following:**

- Manage the NYJL's external website to tell the NYJL story and to engage a broader audience.
- Maintain the member portion of website, working cooperatively with subject owners such as the Membership and Program Manager, Fundraising Events Senior Coordinator and key committees to keep material up to date and useful.
- Refine core messaging to ensure organizational consistency in all aspects of communication including development, fundraising and community work.
- Manage the editorial calendar using all media platforms (e.g. public relations, website, email and social media).
- Manage all facets of the development and communications strategy for publication of the Annual Report, including freelance writers and designers.
- Develop social media and external email marketing campaigns with all relevant committees and groups.
- Provide analytical information to assist in further development and refinement of website and social media.
- Manage all internal communications directed to members including the Friday Flash, NYJL Minute, Sustainer newsletter, and others as developed.
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- Assist the volunteer committees in the management of event journals such as the Winter Ball journal.
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- Craft speeches, talking points and electronic communications for the NYJL President and other key leaders through collaboration with the volunteer committees.
- Create all media materials including press kits, media alerts, fact sheets and social media posts.
- Develop relationships with media personnel and pitch stories to press, bloggers, feature writers and other outlets as deemed appropriate.
- Work cooperatively with corporate sponsors, community partners and volunteer leadership to develop stories for media.
- Manage all domain name administration, special subscriptions for social media and other business support for electronic media.

**Qualifications & Requirements**

- Bachelor's Degree or equivalent work experience
- 3-5 years in communications and media relations work
- Experience working with nonprofits, and specifically with volunteer groups preferred
- Proven experience pitching media strategy and stories to press
- Excellent written and verbal skills and strong storytelling ability
- Knowledge of MailChimp and WordPress required
- Ability to purchase and execute social media advertising
- Graphic design experience with Adobe Creative Suite required
- Experience with Google Analytics and building Google Adwords campaigns preferred
- Ability to pull metrics and analyze data from social/digital media measurement platforms such as Facebook Analytics, HootSuite, Iconosquare, Instagress and/or Cyfe Dashboard
- At least basic level of experience with HTML and CSS coding
- Flexible schedule with the ability to work evenings and weekends as needed

**Personal Profile**

This position requires independent judgment, decision-making, creativity and analysis of problems, and a high degree of diplomacy and discretion. It requires leadership and planning skills, cooperative teamwork and the

ability to interact with a variety of people working on diverse levels throughout the organization. The ideal candidate exhibits a high level of discernment and professionalism at all times.

**Application**

For more information or to apply for this position, please email your cover letter and resume to:

[HR@nyjl.org](mailto:HR@nyjl.org).

**Application Deadline**

Position is available immediately.

The New York Junior League is an equal opportunity employer. We recruit, hire, upgrade, train, and promote for all positions and job classifications without regard to race, color, religion, creed, gender, national origin, age, physical or mental disability, marital, veteran or disabled veteran status, sexual orientation, or any other status as a member of any other legally protected group or activity.

To learn more, visit [www.nyjl.org](http://www.nyjl.org)