



(Part-Time) Communications Consultant Scope of Work

About the New York Junior League

Since 1901, the New York Junior League (NYJL) has responded to New York City's most pressing socioeconomic challenges. Led by more than 2,000 women volunteers, the NYJL is committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.

The NYJL works with more than 60 community-based organizations to advance children's social-emotional learning and to provide life skills programs to youth and adults who are navigating periods of difficult transition. Bringing their diverse experiences and talents, NYJL volunteers engage women and children in health, education, and arts workshops specially customized to their needs. The NYJL also advocates with state and city governments for women- and children-centered policies and develops volunteers' leadership skills for service in the NYJL and on other nonprofit boards. Strengthened by its dedicated volunteer network and anchored by 120 years of service to NYC, the NYJL cultivates a community that reinforces women's personal relationships and collective power as drivers of positive change.

The Assignment

Working with the Communications Manager, the communications consultant will support routine communications functions and create content for NYJL's various platforms.

Responsibilities include:

- Produce NYJL's weekly email newsletter
- Update and maintain internal and external websites
- Create, edit, and publish social media content; monitor engagement with NYJL's social media posts; and answer users' messages on Instagram and Facebook
- Help write and edit copy for NYJL's website news log, email campaigns, presentations, speeches, and marketing materials, as needed
- Collaborate with NYJL's volunteer committees to identify and produce stories for marketing emails, blog articles, and social media posts
- Assist Communications Manager in answering NYJL volunteers' communications-related questions
- Assist with special projects, as needed

Qualifications

Required skills:

- **Excellent writing, copy editing, and proofreading abilities are essential.**
- Strong research skills
- Some knowledge about nonprofit industry standards, best practices, and strategies for engaging on Instagram, Facebook, LinkedIn, Twitter, and other social media platforms
- Ability to independently learn how to use NYJL's proprietary software, digital tools, and platforms
- Knowledge of Microsoft Office and Google Drive applications
- Good interpersonal skills and attention to detail

Desired experience with the following tools (but not required):

- Some experience with graphic design and photo editing: Photoshop, Lightroom, Illustrator, and/or Canva
- Some experience with project management and publication platforms: Hootsuite, Later.com, Trello, Slack, and/or Asana

Schedule and Other Logistics

- **Nature of working relationship:** The consultant will be a freelance agent and not an employee of New York Junior League.
- **Term of assignment:** This assignment will commence immediately and is expected to continue for several months, with an option to extend the consultancy upon mutual agreement.
- **20 hours per week:** While the consultant would determine their own schedule, this assignment will require about 20 hours per week of the consultant's time.
- **Consultant fees:** The NYJL can pay the freelance consultant a fee of \$25 per hour.
- **Set schedule:** Given the nature of communications work and weekly deliverables, the consultant should designate at least one day with set hours when they are consistently available for meetings and fulfilling timely requests.
- **Remote work arrangement and in-person support opportunities:** The consultant will primarily work remotely, but it is preferred that the consultant be based in New York City. Not only should the consultant have some familiarity with the cultural and social environment of New York City, there may be opportunities to provide in-person communications support, attend an in-person meeting with Communications Manager and/or volunteers, or visit community projects.
- **Proof of vaccination required when supporting in-person communications:** The consultant will work remotely, but there may be opportunities to come into the office for meetings, collaborative work, or to document an event. The NYJL requires proof of vaccination to enter its headquarters at the Astor House or to attend community projects

on behalf of the organization. Therefore, the consultant will need to present this proof should they plan to work at the office or visit NYJL-organized community activities.

How to Express Interest in Offering Consultant Services

Please email your resume and 2-3 writing samples to hr@nyjl.org, including “Communications Consultant” in the subject line.