



The Laundromat Project is Seeking a Storytelling Fellow!

The Laundromat Project (The LP) is seeking a creative, passionate, and driven storyteller for a new part-time and year-long Storytelling Fellowship. This Fellowship is designed for an upper-level undergraduate or graduate student and will provide real-life professional experience, along with professional development opportunities to connect with leaders from the field.

About The Laundromat Project

The Laundromat Project advances artists and neighbors as change agents in their own communities. We envision a world in which artists and neighbors in communities of color work together to unleash the power of creativity to transform their lives and surroundings. We make sustained investments in a community of multiracial, multigenerational, and multidisciplinary artists and neighbors committed to societal change by supporting their artmaking, community building, and leadership development.

Since 2005, we have directly invested nearly \$850,000 in over 160 multiracial, multigenerational, and multidisciplinary artists, 67 innovative public art projects, 3 diverse anchor neighbors, and 1 creative community hub while engaging over 38,000 New Yorkers. This is an especially exciting time to join our team as we implement a new strategic plan focused on knowledge building, accountable collaboration, and catalyzing networks for higher impact.

The LP values and centers the voices, cultures, imaginations, knowledge, and leadership of people of color in all of our work and operations.

To learn more about The LP, please visit: <https://laundromatproject.org/>

Storytelling Fellowship—Year-long, Part-time

The Fellow will work alongside LP staff to develop and implement communications strategies which engage our growing and diverse community of creative change agents. The ideal candidate is someone who wishes to develop a deeper knowledge of storytelling as a form of strategic communications and to gain tangible experience in writing, social media, and digital marketing.

Our communications are designed to advance organizational goals, namely, amplify and deepen knowledge, foster collaboration and accountability, and catalyze networks. We do this by sharing information, celebrating accomplishments, and calling our communities to action. The Storytelling Fellow will play a truly integral role as The LP expands our work and reach. This position reports to the Director of Strategic Partnerships. Position responsibilities will include the following:

Content Collection & Creation

- Interview and engage with The LP community to develop and produce original and engaging stories shared through print, web, and social media.
- Capture photos and record, edit, and share short videos of The LP's programs and activities on social media platforms.
- Update, maintain and curate website content, with a particular focus on The LP's blog page.

MAKE ART

**BUILD
COMMUNITY**

**CREATE
CHANGE**

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Social Media Strategy

- Refine The LP's social media strategy, propose key performance indicators and goals, and advise the organization on how to best use social media channels for online community building and engagement, and achieving institutional goals.
- Oversee organization-wide social media calendar to ensure consistency and diversity in content and a strategic, platform-sensitive strategy.
- Research and remain current on industry trends and social media/digital developments to ensure maximum effectiveness and user engagement.

Email Marketing

- Create and manage email marketing campaigns, including the monthly newsletter, and manage distribution lists.
- Support the promotion of institutional announcements and news.

Reporting & List Management

- Maintain database of media and marketing contacts.
- Produce monthly reports and offer actionable insights and recommendations about how to improve performance.

General Company Activities

Given the nature of our team and our work, there are some activities that everyone participates including:

- Helping with fundraising and community-building events.
- Preparing materials for programs.
Joining in advocacy and outreach efforts and events.

Qualifications

- Those with a journalism or communications-related degree focus are encouraged to apply.
- Superior writing and copy editing skills an absolute must.
- Experience with online community building.
- Strong interest in contemporary artists, art practices, and/or arts organizations and belief in the power of the arts to transform individuals and communities.
- Comfort with a range of community development topics beyond the arts, such as racial justice and health equity.
- Strong organizational skills including an ability to prioritize, manage multiple projects, and meet deadlines.
- Ability to work independently and take initiative.
- Creative problem-solver with a collaborative spirit.
- Ability to maintain good interpersonal relationships.
- Proficient in Adobe Creative Suite (especially Photoshop and InDesign), WordPress, MailChimp, Google Suite, Instagram, Facebook, Twitter, Vimeo, Youtube, Google Adwords and Analytics. Must be particularly nimble with social media, including stories features.
- A positive outlook and sense of humor is a must!

Organizational Culture

The LP strives to be a positive, fulfilling, and healthy place to work by providing professional development opportunities, generous benefits, and a reasonable work schedule that allows staff to have greater wellbeing both in and outside of work. We are a POC-centered learning organization committed to working together as a staff to further our collective understanding around the many intersecting cultures, histories, and experiences that inform our work.

Compensation

This year-long, part-time fellowship comes with a stipend of \$15,000, along with intentional professional development opportunities, and vacation time.

Additional Details

Anticipated Start Date: September/October 2018

Position: Part-time, temporary, with some weekends and evenings required

Reports to: Director of Strategic Partnerships

Office Location: Central Harlem, with an additional space in Longwood, South Bronx

Geographic Reach: Citywide with particular focus on Bed-Stuy, Harlem, and Hunts Point/Longwood

Application Process

To apply, email jobs@laundromatproject.org. In the subject line, please specify “Your First and Last Name – Storytelling Fellowship” and include the following:

- Cover letter outlining how your skills and experience meet the qualifications of the position
- Resume
- 2 writing samples of 1-2 pages in length each (samples can be long and short form text, as well as multimedia examples)
- Entire application should be submitted as a single PDF.

Deadline: Priority will be given to applications received by August 20.

We cannot respond to all inquiries—only candidates for consideration will be contacted. We will not accept reference letters or phone calls.

The Laundromat Project is an equal opportunity employer. People of color, women, immigrants, LGBTQIA+ individuals, and others who may contribute to a rich diversity of perspectives and ideas are especially welcome and encouraged to apply.