



The Laundromat Project - Media & Storytelling Manager

Description:

The Laundromat Project (The LP) is seeking a Media & Storytelling Manager. This individual will oversee the development and execution of digital content and campaigns that build greater awareness of the ways in which The LP advances its mission to support artists and neighbors creating change in their own communities. This includes marketing and promotion of day-to-day programmatic activities, seasonal fundraising appeals, and the launch of new organizational initiatives. The individual in this role will also develop strategies for the co-creation of unique editorial content (long-form and social media friendly) that affirms The LP's position as a leading organization shaping the fields of art, social justice, and community building. The Media & Storytelling Manager will play an integral role in helping to shape The LP's approach to preserving and amplifying self-determined narratives as we write our own histories (a key LP value).

Reporting Structure

- Reports to Interim Director of External Affairs
- Manages the Media & Storytelling Coordinator

Lead Responsibilities:

- Map and keep track of The LP's growing content ecosystem and identify opportunities for expansion into key stakeholder audiences with strategic and meaningful content development
- Guide the development and execution of a comprehensive content strategy—as established by the (Interim) Director of External Affairs—highlighting the mission, vision, values, programs, and strategic goals of The LP within a cohesive and inspiring brand identity
- Guide the development of a cohesive, multi-platform, and metrics-based social media strategy with community growth in mind, that promotes knowledge building and engagement across The LP's social media platforms, including Facebook, Instagram, Twitter, and LinkedIn
- Commissioning & curating new, innovative, and multimodal content (digital, editorial, and video) that connects the stories of LP artists and neighbors with a wider audience
- Oversee an editorial calendar for effective promotion of The LP's programs, events, public programs, and campaigns
- Oversee the management of The LP's website to consistently reflect The LP's messaging and brand identity. Liaise with web developers on website updates including flagging technical issues
- Copywriting for social media, blogs, newsletters, press releases and website content
- Establish trackable metrics to increase online engagement, serve programmatic and fundraising goals, and inform The LP's use of traditional, non-traditional, and digital media
- Maintain effective internal communications to ensure that all relevant LP departments are kept informed of and engaged with marketing and communications objectives

Support Responsibilities:



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www.laundromatproject.org

MAKE ART.
BUILD
COMMUNITY.
CREATE
CHANGE.

- With support from (Interim) Director of External Affairs, regularly assess, identify and lead activation of new and existing platforms (conferences, publications, and digital) to deliver thought leadership in support of The LP's expanding goals and objectives
- Support the (Interim) Director of External Affairs and external strategic communications consultants to create and execute a thoughtful media relations strategy designed to increase press coverage on a local, regional, and national level
- Work with (Interim) Director of External Affairs to create The LP's Annual Report
- Support the design of digital and print marketing collateral to promote programs and events
- Ensure that The LP's external communications meet a variety of accessibility needs
- Additional responsibilities as The LP's programming demands

Professional Qualifications:

This position is ideal for a highly organized, detail-oriented, and self-directed individual who believes in the power of art as a tool for advocacy and community-led transformation. The ideal candidate has a demonstrated understanding of The LP, our brand and organizational objectives.

Qualifications include:

- Minimum of 5 years marketing and communications experience in a fast-paced and goal-driven environment
- Excellent editorial judgment, writing, and verbal communication skills
- Deep commitment to social justice, equity, and values-based work
- Experience with writing content around The LP's issues such as gentrification, displacement, BIPOC and LGBTQIA+ community needs and demands
- Enjoys communicating a complex message concisely and creatively
- Superb attention to detail and organizational management
- Proven success in developing and executing creative communications, editorial, and marketing strategies to achieve measurable goals
- Strong graphic design proficiency and familiarity with Adobe Suite and Mailchimp
- Expertise with social media management, copywriting, and marketing
- Passionate, energetic, and open to building a thriving community
- While not required, we encourage bi/multilingual candidates and candidates with a strong interest in language justice to apply

Compensation:

The salary for this role is \$78,000.

We offer excellent benefits including health, dental, vision insurance, a retirement savings plan (401k) with a 4% employer contribution, a wellness fund for personal development and self-care, and funds for professional membership and development opportunities. Time off includes vacation, holidays, personal time off, and a collective week off during the Summer and year end.

Additional Details:

Anticipated Start Date: March 2023

Position: Full time, with some weekends and evenings required

Reports to: Interim Director of External Affairs

Office Location: 1476 Fulton St. Brooklyn, NY (*Work time includes both regularly scheduled in-office hours and virtual / remote hours*)

Geographic Reach: Citywide, with particular focus on Bed-Stuy, Brooklyn

Application Process

Deadline: February 6, 2023

Apply here: <http://bit.ly/3XFFKVv>

Format: Application should be submitted as a single PDF and include:

- Cover letter outlining how your skills and experience meet the qualifications of the position
- Resume
- Three samples of original content, 1-2 pages in length each (samples can be long and short form text, as well as multimedia examples)
- You will need a Gmail account to access the application form. If you are unable to access the form, please submit your application by email instead at: jobs@laundromatproject.org.

About The Laundromat Project

Locally relevant and nationally recognized, 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 over \$1M in 200+ multiracial, multigenerational, and multidisciplinary artists and 83 innovative community art projects, while engaging over 48,000 New Yorkers. This is an especially exciting time to join our team as we make our new home into a creative community hub on Fulton Street in the heart of Bed-Stuy, Brooklyn. To learn more about The LP, please visit: laundromatproject.org/

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: laundromatproject.org.

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.

Please Note: Newly hired employees are required to be fully vaccinated for COVID-19 (i.e., have received both doses of a two-dose vaccine or a single dose of a one-dose vaccine) and must provide proof of vaccination upon request by the organization. Requests for potential accommodation shall be considered in accordance with applicable law if and at such time as a conditional offer of employment is extended to a candidate. Applicants should not provide any medical or genetic information with their application.

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.