



New York City Anti-Violence Project
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JOB ANNOUNCEMENT – CONTENT & COMMUNICATIONS MANAGER

The New York City Anti-Violence Project (AVP) is excited to welcome a new member to our team! We are looking for a passionate and innovative candidate to join our organization's communications department. The Content & Communications Manager will work in tandem with the Director of Communications and collaborate with AVP teams to develop and implement comprehensive communications strategies to and further the impact and reach of AVP's programs.

AVP empowers lesbian, gay, bisexual, transgender, queer (LGBTQ), and HIV-affected communities and allies to end all forms of violence through organizing and education, and supports survivors through counseling and advocacy. We were one of the first LGBTQ anti-violence organizations in the country and remain a leader in the anti-violence movement.

The Content & Communications Manager (CCM) leads and supports others in the ideation, production, distribution and measurement of Communications campaigns and programs in collaboration with the Director of Communications. The CCM works to execute a communications strategy that grows and enriches our connection to all of our constituencies and engages them in the agency's mission, goals and programmatic work. The CCM will oversee the tracking and progress of communications campaigns, and be a lead producer on assets for print, audio/video, digital and in-person events. The CCM will have a well-honed media production background and is eager to partner with AVP teams to identify, conceptualize and produce content that elevates the visibility of AVP's community-focused work.

The ideal person for this job is highly organized and detail-oriented with a passion for storytelling and media production, and has experience working in an editorial or brand capacity as a content producer/journalist/content specialist. Experience managing consultants and freelancers, as well as project management experience would be a great benefit. A commitment to ending violence within and against LGBTQ and HIV-affected people and communities is a must. Candidates fluent in Spanish, as well as English, are strongly encouraged to apply.

Key Responsibilities:

- Collaborate with Director of Communications in defining and executing a multichannel, growth-oriented communications and brand strategy that supports AVP's mission and vision
- Track and manage the production of communications campaign products and assets including copy, design/layout, licensing, audio/video, still image and other materials in collaboration with Director of Communications
- Plan, create and deploy multimedia communications assets according to project timelines, budget constraints and expectations
- Collaborate across AVP groups and with external content partners to maximize opportunities for storytelling and brand elevation through content creation and media placement
- Connect and build relationships with media, community stakeholders and other key individuals to promote AVP programs and services, and to advocate for AVP constituents
- Track and manage AVPs content calendar and content pipeline across web, social, email, text and other channels
- Manage incoming external media and organizational requests, triaging and resolving as required to ensure timely response and positioning of AVP in the media

Applicants should have:

- At least 3-5 years of experience in a creative-focused communications role, or a content-producing journalism role; A communications, marketing or journalism degree can substitute for 2 years of experience
- Superior oral and written communication skills, experience using formal and informal language and tone based on audience; Previous work should include writing for publication
- A track record of producing high-quality multimedia content including print/digital design, digital campaign and/or asset creation
- Experience using and creating with audio/video production equipment, including DSLR/Mirrorless cameras, audio recorders, lighting/sound technology
- Confidence in managing projects and external partners including consultants and press
- Experience with Microsoft Office Suite, Adobe Creative Suite, WordPress, and email marketing software, like MailChimp
- A sincere commitment to work collaboratively and respectfully with all of our major stakeholders, including staff and board members, clients, community members, volunteers, donors, and all other supporters
- The ability to prioritize and follow through effectively from project concept to project measurement
- A positive, upbeat attitude and ability to work through tough situations while producing quality work
- A passion to end violence against LGBTQ and HIV-affected people through the work you do

This position offers the opportunity to work in an organization that:

- Approaches our work from anti-oppressive and trauma-informed principles, internally and externally, recognizing we always have room to grow
- Values collaboration and creativity in our passionate team
- Centers our work on those most impacted by violence, working to find community-based, and community-led solutions
- Is committed to providing strong supervisory support and professional development opportunities

This is an at-will, exempt position with a salary range of \$60,000- \$67,500. Applicants who speak more than one language at work are eligible for an additional \$1,000 added to their annual salary. Hours are generally 10am – 6pm, Monday through Friday with schedule flexibility to accommodate evening and weekend events and crisis communication. This position is based in the AVP office in Manhattan and will require a hybrid of both remote and in-person work during 2022.

Benefits include, but are not limited to, paid time off amounting to over 5 weeks in first year of employment plus generous sick time, partial payment of medical, dental, vision, life, and disability insurance, 403(b) retirement investment plan (employee contribution only), flexible spending accounts for medical and transit costs, pooled sick leave, paid family leave, and flexible/remote work options.

Interested applicants can submit their cover letter, resume, and writing sample to

<https://bit.ly/avpshiring>. We will continue to review applications on a rolling basis as long as the position remains open.

No phone calls, please. Candidates will be notified if we are seeking an interview; because of the high volume of responses, it will not be possible to respond to all inquiries.

AVP is committed to providing equal employment opportunity to all qualified individuals and endeavors to hire individuals of diverse races, colors, creeds, ethnicities, religions, genders, gender

identities or expressions, ages, sexes, sexual orientations, national origins, disabilities, and citizen, marital, veteran and HIV statuses. There is no minimum education requirement for this position.