



Communications and Public Affairs Manager

As New York City's oldest micro-funding organization, Citizens Committee has a simple mission: to help New Yorkers – especially those in low-income communities – come together to improve the quality of life in their neighborhoods. We do so by providing micro-grants and project planning assistance to neighborhood groups led by local residents across the five boroughs. Citizens Committee receives the highest rating from Charity Navigator for its sound fiscal management and transparency. www.citizensnyc.org

JOB DESCRIPTION

The Communications and Public Affairs Manager will help Citizens Committee improve quality of life in New York City by raising our visibility with neighborhoods leaders, donors, and government officials. The role will be responsible for increasing the organization's public profile, deepening community engagement, and raising government support.

Responsibilities

Communications

- ▶ Work with leadership to develop and implement a measurable communications plan that integrates the goals and objectives of the Board, programs, and development.
- ▶ Oversee all communications materials (including social media posts about grantees and donors, website, monthly grantee and board newsletters, advertisements, event journals, annual report, and press releases for grantee and fundraising events and program initiatives)
- ▶ Research and implement strategies to significantly grow Citizens Committee's email distribution list and social media presence, tracking metrics to measure effectiveness
- ▶ Manage media relations and cultivate press relationships, including key reporters and editors
- ▶ Actively maintain, update, and grow Citizens Committee's media distribution list
- ▶ Secure press, coordinate media outreach, and identify platforms and partnerships to elevate Citizens Committee's mission
- ▶ Identify and develop partnership opportunities that promote outreach and support fundraising
- ▶ Provide media guidance to Citizens Committee grantees (lead trainings, help prepare media advisories, press releases, and media events)
- ▶ Stay up to date on grantee projects
- ▶ Track, document, organize, and maintain a database of press
- ▶ Recruit and supervise communications intern

Public Affairs

- ▶ Oversee community and government affairs, informing elected officials and government officials of programs and raising financial support
- ▶ Coordinate site visits and speaking opportunities for elected officials and grantees
- ▶ Research relevant issues for use in lobbying and education efforts
- ▶ Monitor breaking news and advising how/when/if Citizens Committee responds
- ▶ Stay up to date on relevant federal, state, county and local legislation. Provide analysis and write updates as needed

Qualifications

- ▶ Minimum three years experience in communications, legislative, or political affairs environment
- ▶ Demonstrated success at garnering press and raising government support
- ▶ Deep knowledge of marketing, branding, communications, advertising, media relations, and social media
- ▶ Fluency in the latest technology and communications vehicles
- ▶ Proven ability to foster relationships with internal and external partners
- ▶ Excellent written and verbal communication skills, including strong public speaking skills



- ▶ Shows initiative, and works well both collaboratively and independently
- ▶ Solid knowledge of issues affecting low-income New York City neighborhoods
- ▶ Ability to relate to and work effectively with people of diverse backgrounds and experience
- ▶ Demonstrated commitment to the mission of Citizens Committee and issues of equality
- ▶ Flexible schedule with ability to work occasional evenings and weekend required, including travel to Albany
- ▶ Knowledge of MailChimp and Salesforce a plus
- ▶ Photoshop and design a plus

Citizens Committee for New York City is an Equal Opportunity Employer. Citizens Committee does not discriminate on the basis of race, national origin, gender, sexual orientation, age, disability or any other factor prohibited by law. Citizens Committee hires and promotes individuals solely on the basis of their qualifications for the job to be filled and encourages all qualified candidates to apply for vacant positions at all levels.

Applicants should email a cover letter, including salary requirements, and resume to Lori Lichtman at jobs@citizensnyc.org