



Cool Culture envisions an equitable society that values, embraces and is enriched by all cultures.

## COMMUNICATIONS MANAGER

### ABOUT COOL CULTURE

Cool Culture is a nonprofit BIPOC-led social justice organization that harnesses arts and culture to strengthen family and community wellbeing, to create social and systemic change, and a more just and equitable society. Since its inception 25 years ago, Cool Culture has worked to increase access to resources that: celebrate our cultures while engaging in creative practice; support families' connections with arts and culture and one another across race, class and culture; and harness arts and culture as a pathway to the human capacity for empathy. We are building a social change movement driven by families working in partnership with artists, educators, museum staff, and other committed New Yorkers invested in a shared goal of creating equity and supporting family wellbeing in community anchors – schools, early childhood programs, museums, cultural centers and more.

Our community consists of: **50,000 families** annually, 83% of our families are BIPOC. 47% speak a primary language other than English, the majority face economic injustices. **More than a thousand educators from over 450 early learning programs and schools** - who speak families' languages, and reflect their demographics. Hundreds of **museum educators and cultural workers from 90 of NYC's museums**, historical societies, botanical gardens, wildlife and science centers. **Cool Culture's small team of 6** reflects the diversity of our families. We are Latinx, Black, Asian American, and LGBTQ+. We are mothers, fathers, brothers, sisters, aunts and uncles, educators, policy makers, artists and authors with a deep commitment to social change.

### PROGRAMS

Cool Culture programs operate at the citywide and neighborhood level. **Across NYC**, Cool Culture connects a community network of over **50,000 families, educators from 450 early childhood centers and schools, and 90+ cultural institutions** annually. We offer families free access to our partner cultural institutions, multilingual programs, and resources. We support educators to create more equitable learning environments and build family engagement; and support museum staff to build relationships with historically marginalized communities and to reach their civic potential. In our **Neighborhood-based Initiatives**, families tour cultural centers, critique exhibits, create art, share stories, build community, develop leadership skills and design cultural experiences in their homes, and preschools. They also curate exhibits and co-design Family Festivals in cultural venues for the larger community of 50,000 families—all in collaboration with educators, museum staff, and local artists.

### ABOUT THE POSITION

We are a small and resourceful team that wear multiple hats, understand the importance of being agile and nimble in achieving our mission, and seek clear direction while also being comfortable with ambiguity. The ideal candidate must have a practice that is informed by a racial equity framework, and a deep understanding of equity and social justice that is actively integrated into their practice. In line with this experience they should enjoy working in an environment that privileges collaboration and interdependence over hierarchical structures and autonomy. We seek a candidate with at least 5 - 7 years experience working in a managerial role in narrative strategy, marketing, multi-channel content creation and partnering with BIPOC communities to amplify their stories. The Communications Manager will report to the Executive Director and work with our consulting firm.

## **Strategy**

- Work with our communications firm to build organizational narrative strategy and a communications plan as a tool for building partner engagement and driving social change.
- Develop processes to ensure narrative strategy, marketing and communications are integrated into all organizational efforts, and to maintain alignment and consistency of messaging, voice and visual identity.
- Develop monitoring systems to assess impact, report progress and recommend refinement of communications strategies and processes as necessary.

## **Identity, Content Strategy and Management**

- Oversee and execute a multi-channel communications plan to build engagement by Cool Culture's varied partner stakeholders - families, artists and cultural workers, potential donors, educators and museum professionals in collaboration with development and program teams.
- Identify trends, monitor current events, relevant policy and advocacy efforts and engage influencers (i.e., artists, families, educators, policy makers).
- Collaborate with program and development teams to develop content.
- Monitor communications budgets and expenditures

## **Public Relations and Press**

- Identify opportunities for Cool Culture, families and partners to contribute to social change and equity dialogue
- Execute press outreach, including messaging in press releases, and responses to media requests.

## **WHO YOU ARE**

- You have at least 5 - 7 years experience effectively managing project implementation in the nonprofit sector, innovating to strengthen projects, and juggling multiple responsibilities, priorities and deadlines
- You have experience implementing digital social marketing and communications campaigns that are informed by in-depth analysis of issues of structural racism and patriarchy
- You have experience with community building and audience development, and working with BIPOC and multiracial, multigenerational, and LGBTQ+, New American and economically marginalized communities
- You have experience as a content creator for social media platforms such as Instagram, Facebook, TikTok, Discord, etc.
- You have exceptional written and oral communication skills
- You are attentive to detail, and are deadline driven while maintaining an emphasis on creating and evolving quality materials that reflect the interests and priorities of your audiences
- You have an interest in contributing to the build out of rudimentary systems and to build new systems as needed
- You have a well-honed analysis of issues of equity, structural racism and patriarchy and your own privileges
- You enjoy working in an environment that privileges collaboration and interdependence over hierarchical structures and autonomy
- You are adaptable, responsive, proactive, and comfortable with change
- You have have a Bachelor's degree or equivalent experience

**Also a plus:**

- Proficiency/fluency in Spanish, Mandarin/Cantonese, Bengali/Bangla or Haitian Creole
- A working knowledge of the arts and cultural landscape, family engagement, cultural organizing, NYC public schools, and early childhood centers.

**Salary**

- \$65,000 - \$75,000

**READY TO APPLY**

- Please email [people@coolculture.org](mailto:people@coolculture.org) with the subject line “Communications Manager, [Your Name]”
  - Include as attachment(s), **(1)** your resume, **(2)** answers to the application questions below. Number your responses according to the question number, and **(3)** a work sample.
1. Briefly tell us about a time when you managed a successful communications initiative. What was your process and what led to its success? **250 words or less**
  2. Why are you interested in working with an organization seeking to strengthen family and community wellbeing through engagement with arts and culture? **250 words or less**
  3. In what ways have you worked to address issues of equity, structural racism and patriarchy, *as well as your own privilege*, in your work practices and products? **350 words or less**