



## Communications Manager

### Overview

Willie Mae Rock Camp seeks a strategic and creative communications manager to join our small team. This is a new position that will contribute to the fast-paced growth of the organization by engaging audiences in our mission; amplifying our voice across platforms; and supporting fundraising through digital campaigns, marketing and donor communications.

### About Willie Mae Rock Camp

Willie Mae Rock Camp is a NYC-based nonprofit organization that empowers girls and gender-expansive youth through interdisciplinary music education. Our programs combine musical expression with technology and STEM-based learning to equip students with the tools and support to thrive as creative leaders and innovators.

Now in our 20th year of operation, we reach over 600 girls and gender-expansive youth annually through a full suite of year-round, tuition-free programs at our Brooklyn studio, in schools, and in partnership with community-based organizations citywide. We center young people whose voices have been underrepresented and our model challenges intersecting systems of exclusion. To learn more about Willie Mae Rock Camp, visit [williemarockcamp.org](http://williemarockcamp.org).

### Key Responsibilities

#### Strategic Communications

- Support the development and execution of a strategic communications plan to elevate the organization's visibility and engagement;
- Craft compelling narratives that resonate with our audience and uphold our brand identity across all channels;
- Manage and optimize various communication platforms, including social media, email campaigns and website content;
- Support fundraising efforts through donor communications and stewardship activities;
- Stay informed about industry trends and emerging technologies to maintain innovative and engaging communications and marketing strategies.

#### Content Generation

- Generate content for, and as needed, supervise production of marketing materials, external communications, appeals, digital campaigns and event promotions to engage stakeholders and supporters;
- Collaborate with internal teams to ensure messaging consistency and alignment with organizational goals;
- Supervise vendors and contractors to produce visual assets including photography, graphic design and videography;

- Review and interpret analytics to refine communication strategies and drive improvement.

### **Qualifications**

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field (or equivalent experience);
- Experience in communications, marketing or related roles, preferably within the nonprofit sector;
- Excellent written and verbal communication skills with the ability to develop compelling and persuasive narratives and tailor messaging to different audiences;
- Proficiency in social media management, email marketing platforms and content creation tools;
- Outstanding organization and project management abilities to juggle multiple priorities effectively;
- Detail-oriented with a rigorous attention to craft and uncompromising quality standards;
- Collaborative and creative problem solver and strategic thinker;
- Ability to thrive in a fast-paced environment and adapt quickly to changing priorities;
- Active participant in creating an inclusive work environment that fosters collaboration, innovation and growth;
- Deep commitment to the mission and values of Willie Mae Rock Camp.

### **Compensation and Benefits**

The salary is \$75K per year. We offer health insurance and generous time off including vacation, holidays and personal days.

### **Work Environment**

This is a full-time, hybrid position. The majority of day-to-day work is conducted remotely with occasional in-person attendance at our Brooklyn studio and off-site venues for events and meetings. We maintain regular working hours of 9am-5pm, Monday through Friday, with occasional evening or weekend hours. The position requires significant computer-based work. We provide staff with a laptop for work use.

### **Reports to**

Director of Operations

### **To Apply**

Please email your resume, cover letter and two work samples to:

**jobs@williemaerockcamp.org**, and include "*Communications Manager*" in the subject line.

The priority application deadline for this position is April 22, 2024. After that date, applications will be considered on a rolling basis. No telephone inquiries, please.

Willie Mae Rock Camp is an Equal Opportunity Employer committed to a diverse workplace and organizational community. All qualified applicants will receive consideration for employment without unlawful discrimination based on race, color, religion, sex, sexual orientation, gender, national origin, disability, veteran status, or any other legally protected status or characteristic.