

North Star Fund Seeks Digital Communications Coordinator

Do you tell stories well on social media using text, photos and video?

Do you have experience working with “intermediaries” (foundations, networks, and other organizations that provide support to movements)?

Do you like learning about and teaching digital tools and approaches?

North Star Fund brings together New Yorkers who collaborate to build strong social justice movements for New York City and the Hudson Valley. We make grants to support new solutions to the problems caused by inequity and oppression by raising new voices for equity and justice.

North Star Fund has a long history of producing print publications that tell the story of New York’s vibrant social justice movements. Right now, we need to raise the profile of New York’s movements for justice on online channels. This includes social media channels and online video.

This new position will collaborate with the communications director to be at the forefront of developing a strategy for how we tell stories online. The day-to-day work will balance creating digital content with increasing the number of North Star Fund community members who are amplifying the messages of social justice movements in New York City and the Hudson Valley.

The ideal candidate will enjoy a fast-paced environment, be able to communicate across different constituencies, have experience with the nonprofit and, ideally, social justice sectors, and understand the specific challenges of intermediaries to use digital media effectively in support of social justice movements.

Responsibilities

- Create and publish digital content for our website, social media channels, and email that inspires people to get involved in social justice in New York (for mobile and desktop).
- Regularly review analytics and subjective feedback on content so that we can improve the effectiveness of our communications
- Work with North Star Fund leaders to build their digital storytelling capacity, so North Star Fund’s online presence is greater than our own branded channels
- Collect and organize creative assets (images, text and video) so they’re available for use by the communications team and the North Star Fund community
- Provide support on transition for North Star Fund online content to print where appropriate
- Participate with North Star Fund communications team on communications planning to include digital and print channels along with media placement
- Provide support for capacity-building work with grantees and peers in philanthropy as appropriate

Skills

- Exceptional project management ability, including communications planning in a nonprofit setting, with a “get it done” attitude
- Ability to create original content within the framework of an editorial calendar and style guide
- Ability to create accurate and compelling content about a range of social justice issues that affect New Yorkers
- Strong writing skills appropriate to social media content creation
- Strong visual design skills and familiarity with design software such as Adobe Creative Suite
- Familiarity with social media management tools such as Buffer, HootSuite and Facebook Business Manager

- Familiarity with online analytics tools for multiple channels including Google Analytics, Facebook Insights, Twitter Analytics, or Klout
- Basic HTML skills – ability to edit emails and web content in HTML when needed
- Proficiency in Mailchimp or other mass email programs
- Ability to coach and mentor others in social media content creation

North Star Fund is a workplace committed to affirmative action and strongly encourages people of color, women, LGBTQ, elderly and disabled candidates to apply. We appreciate all applicants, but please be advised that our capacity allows to only respond to those best qualified for the position.

Compensation/Supervision

The salary range is \$50,000-\$55,000, based on experience, with an excellent fringe benefits package.

Reports to: Communications Director

To Apply

Send resume, cover letter and two samples of online content you've created related to social justice to search@northstarfund.org with "Digital" in the subject line.

If you currently maintain a social media account for an organization, you may include that information as well.

Rolling deadline until filled, first review of applications will take place February 7, 2018.

No calls please.