

# THE POETRY PROJECT

## Communications Manager

### ABOUT THE POETRY PROJECT

For more than five decades, The Poetry Project at St. Mark's has provided transformative space, community, and programming that expand access to poems, poets, education, and public opportunities for sharing creative work. Premised on the vision that poetry can radically change our communities, and that cultural action at the local level can inspire broader shifts in public consciousness, The Poetry Project regularly produces a dynamic range of live readings, performances, workshops, lectures and discussions, and ongoing publication of poetry and criticism.

As an organization, we advocate for rhizome over hierarchy, a sense of both critically-minded ambition and receptive humility, and a commitment to working against institution-centeredness in poetry, while also recognizing and responding to the particular forces, patterns, and dynamics that develop out of our own unique history and institution. We apply these values in evolving ways to our work with one another as a staff, and fully collaborate across our respective responsibilities toward new possibilities in poetry; in particular, The Poetry Project's full staff collectively contribute to programming, curation, and editorial work. It is important to note, as well, that The Poetry Project's staff has historically been comprised of people who are themselves working poets and artists. The organization is committed to providing a work environment that supports the staff's wellness and various creative practices.

The Poetry Project's community connects across a range of both digital and in-person gathering sites, which continue to shift within the context of the COVID-19 pandemic. We anticipate onsite staff collaboration at St. Mark's Church in NYC by or before January 2022, and as such, seek applications from individuals who are presently NYC-based, or who plan to be NYC-based by or before that time. We welcome discussion with applicants about relocation support from The Poetry Project, if they are interested but not presently based within NYC.

### ABOUT THIS ROLE

The Poetry Project seeks a Communications Manager who will support ongoing contact and meaningful relationship-building with The Poetry Project's breadth of audiences and community members, including artists, event attendees, students, readers, donors, members, partners, and other supporters.

Working closely with The Poetry Project's outreach and communications team, and in particular the Director of Learning & Community Engagement, the Communications Manager will help to craft email, social media, appeal, and print campaigns and ongoing communications that connect the organization's work with our audiences in meaningful ways. We view these communications – along with the organization's expanding content publication – as integral parts of The Poetry Project's investment in building discursive space. The Communications Manager will also serve as a key production contact with artists around The Poetry Project's live event programming. This position will also be involved in developing responsive, connective campaigns and experiences for The Poetry Project's member and donor communities.

We're looking for someone confident in their writing, who can flexibly tailor point of view and voice across a range of communications. The ideal candidate will also be a proactive collaborator in building our communication calendar and helping to keep audiences meaningfully engaged.

## KEY RESPONSIBILITIES

### *Program-Related Communications*

- Collect and organize informational content from readers, teachers, and content contributors for promotion and publication
- Collect and organize promotional graphics developed by designers; support generating this content as needed and able
- Support writing for ongoing e-blasts, social media posts, advertisements, press releases, and promotional descriptions
- Maintain audience, ticket-buyer, subscriber, and press lists
- Update and manage implementation of the organization's email, publication, and social media calendars
- Manage reports on social media engagement, email performance, web traffic, ticket sales, and media coverage
- Update and publish content, information, and pages on the organization's website

### *Membership & Donor Development*

- Support writing for donor communications, appeal campaigns, and select sections of grant proposals
- Conduct donor and grant-related research
- Provide coordination support for development-related special events

### *Office:*

- Process workshop and fellowship applications
- Prepare membership-related mailings including membership updates, renewal letters, and member benefit mailings
- Coordinate pick-up, drop-off, and assembly for printed informational and promotional material

## QUALIFICATIONS

- 1-3 years of relevant communications, social media, and/or development experience
- Excellent written and communication skills
- Knowledge of poetry and the literary arts, with preference given to individuals who are writers
- Demonstrated openness to working collaboratively and with strong attention to detail

## COMPENSATION & BENEFITS

- Annual salary of \$50,000 - \$56,000, commensurate with experience

- Generous vacation and time off policies
- Full coverage of health, vision, and dental insurance by employer

**To apply:** Please submit a cover letter, resume, and contact information for three references to [jobs@poetryproject.org](mailto:jobs@poetryproject.org). Please use “Communications Manager” and your name as the subject of your email. We will be reviewing and responding to applications on a rolling basis through September 10, 2021. No phone calls please.

*The Poetry Project is an equal opportunity employer committed to building a diverse, inclusive, and equitable workplace. We welcome and encourage applications from applicants of all races, ethnicities, religions, gender and sexual identities, ability statuses, ages, and veteran statuses.*