

# THE POETRY PROJECT

## Communications & Development Coordinator

### 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. 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.

### ABOUT THIS ROLE

The Poetry Project seeks a Communications & Development Coordinator who will support drafting and scheduling communications with The Poetry Project's many audiences, including event attendees, students, readers, donors, members, partners, and other supporters. The Communications & Development Coordinator will also have an important role in maintaining and updating information about The Poetry Project's audiences, with particular focus on donors, funders, and members.

Working closely with The Poetry Project's Director of Learning & Community Engagement, the Communications & Development Coordinator 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.

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

#### *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

*Development:*

- Update the organization's donor, member, and funder database and manage auto-generated reports on an ongoing basis
- 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:*

- Manage email inquiries to the organization's general info account
- 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

- \$40,000 - \$45,000 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 & Development Coordinator" and your name as the subject of your email. We will be reviewing and responding to applications on a rolling basis through **September 5, 2019**. 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.*