



## **Job Description: Communications Manager**

**About Grow Brooklyn:** Grow Brooklyn is a 501(c)3 nonprofit organization with a mission to grow and preserve the assets of residents, ensuring their economic security and that of their communities. We have three programs: free tax preparation, free housing counseling, and free and low-cost legal services. GB is an affiliate of Brooklyn Coop FCU.

**About Brooklyn Coop:** Brooklyn Coop Federal Credit Union is a certified CDFI and community credit union whose mission is to build wealth, resilience, and opportunity by providing access to just and affordable financial services. Founded in 2001, we operate two full-service branches in Bushwick and Bedford-Stuyvesant, serving over 7,000 members with a wide range of consumer and small business financial services.

As individual organizations, Grow Brooklyn and Brooklyn Coop each have established innovative programs that serve as national models for generating and preserving wealth. We position ourselves firmly within the economic justice movement, including the promotion of cooperatives as a transformative economic development strategy.

**Position Description.** We are looking for an experienced Communications specialist with a passion for social justice. Our Communications Manager will design and execute a strategy to advance both organizations' work in economic justice and equity. They will be both proactive and reactive to communications needs towards the goal of raising awareness and heightening the impact of Grow Brooklyn programming and Brooklyn Coop financial services with the broader public. The Communications Manager will report to Grow Brooklyn's Assistant Director to determine strategic messaging across all platforms and support community engagement and outreach efforts.

## **Key Responsibilities**

- Manage and execute a comprehensive communications strategy that includes traditional media, digital media, web, and other creative content
- Oversee and track Grow Brooklyn and Brooklyn Coop content creation and brand development, covering organization-wide content needs (reports, testimonials, whitepapers) or program-specific content items (social media, eblast, event marketing)
- Manage day-to-day media outreach and follow-up, including developing relationships with reporters, pitching media outlets, responding to media inquiries, and monitoring economic justice-related news
- Identify and connect the appropriate team members for any communications, public relations, or press requests; prepare and support Subject Matter Experts for communications-related requests

- Liaise with and provide direction to strategic partner organizations whose work is tied to communications
- Develop and track quantitative and qualitative metrics associated with Brooklyn Coop and GB communications efforts
- Review and edit any external-facing printed materials (e.g., press releases, reports, collateral materials)

### **Qualifications**

- 3-5 years nonprofit communications experience
- Superb writing, editing, and proofreading skills, with a keen eye for detail
- Ability to adapt writing to a variety of audiences, from the technical to everyday
- A thorough and demonstrated understanding of social media strategy
- A familiarity with digital fundraising strategies, tools, and best practices
- Ability to both balance competing priorities and communicate preferred working style

An applicant who is fluent in a language other than English is ideal, preferably in Spanish.

The work of both our organizations is centered around ensuring economic equity for traditionally marginalized communities – including people of color, people from working-class backgrounds, women and LGBTQ people. We strongly encourage applications from people with these identities or who are members of other marginalized communities.

**Salary.** Commensurate with experience, between \$55,000 and \$65,000.

**To apply.** Send your cover letter, resume and **2 samples of project or papers** that you think would showcase your abilities to [azra@growbrooklyn.org](mailto:azra@growbrooklyn.org)