

Job Description

Position: Communications and Outreach Associate

Reports to: Marketing and Events Manager

Department: External Relations and Advancement

Work Location: 151 Lawrence Street, Brooklyn, NY

Hours: Full Time

Job Summary:

Brooklyn Community Services (BCS) empowers Brooklyn residents to maximize their potential. We strengthen families, educate children, and help adults dealing with poverty, homelessness, mental illness or disabilities become self-sufficient. With award-winning programs and 30 locations across Brooklyn, BCS serves over 20,000 individuals in need annually.

The Communications and Outreach Associate will play an integral role in coordinating the communications and outreach activities for our External Relations and Advancement (ERA) Department. Under the supervision of the Events and Marketing Manager, they will create content (written and occasionally photos) for publications, brochures, newsletters, annual reports, campaigns, flyers, website, and e-mail. They will maintain BCS social media presence and track analytics. They will also support our outreach efforts including client recruitment, in-kind donation drives and tabling in the community.

Responsibilities:

Communications (75%):

- Write copy for publications, brochures, annual reports, flyers, palm cards, and website.
- Coordinate the production of public education, outreach, and marketing materials to promote BCS's programs and activities.
- Under the guidance of the Events and Marketing Manager, produce copy and images for social media and e-mail communications. Work with Graphic Designer on the design and layout.
- Take the lead on maintaining the social media calendar and ensure that BCS is posting daily on Facebook, Twitter, LinkedIn and Instagram.
- Under the guidance of the Events and Marketing Manager, coordinate the content for BCS newsletters. This includes the monthly ONE BCS newsletter for staff and Board Members, a quarterly print newsletter for donors, and a monthly newsletter to all email contacts.
- Under the guidance of the Events and Marketing Manager, make updates to the BCS website.
- Interview BCS clients and write profiles/stories for digital and print content.
- Occasionally, contribute to grant writing activities or donor communications.
- Track metrics such as followers/likes/open rates etc. for social media and email. Make recommendations as needed.
- Support BCS participation in the New York Times Neediest Cases Campaign by interviewing clients and preparing pitches.



Brooklyn Community Services

Outreach (25%)

- Support Director of Outreach and Volunteerism in the coordination of in-kind donations. Specifically, provide support around the annual Holiday Gift Drive and Toiletry Drive.
- Act as a liaison with BCS program staff to ensure they have public education, outreach and recruitment materials to support their programs.
- Oversee the inventory of brochures, signage and “swag”. Maintain a borrowing/sign in and out process wherein staff borrow and return items such as table skirts etc.
- As needed, attend tabling events to promote BCS.
- Occasionally support BCS programs in working with partners and volunteers.

Qualifications Required:

- Bachelor’s degree
- 1-2 years of experience working in communications or marketing
- Excellent written communication skills
- Excellent organizational skills
- Knowledge of social media platforms
- Ability to work effectively as a part of a team
- Interest in social justice issues
- Ability to travel to Program Sites within Brooklyn and build relationships with BCS staff across programs
- Photography and/or photo editing skills preferred
- Prior experience with email marketing systems preferred

How to apply:

[Click here to apply to the Communications and Outreach Associate role](#)