



The Lower East Side Ecology Center has pioneered community-based models in urban sustainability since 1987. We provide unique e-waste and composting services, environmental stewardship opportunities, and educational programming to all New Yorkers to create an equitable, resilient, and sustainable city.

### **THE POSITION: Communications Manager**

We seek a Communications Manager to support, strengthen and grow our communications. They will play a key role in implementing a communications strategy to share our mission, programs, and impact with funders, community, and other stakeholders. This role will manage digital content, social media, and marketing efforts to amplify our voice and create meaningful content to reach diverse audiences. This includes responsibility for organizational brand identity, public relations, and strategic communications with external stakeholders.

### **PRIMARY RESPONSIBILITIES:**

- **Digital Content Creation & Management:** Develop and manage engaging content for our website, social media platforms, newsletters, and annual reports. Ensure consistent, unified voice across platforms.
  - **Social Media Strategy:** Monitor and manage our social media accounts, engage with followers, and track performance metrics.
  - **Email Campaigns:** Design targeted campaigns (e.g. End-of-Year Campaign, Fall Social, Compost Awareness Month, Earth Day, Arbor Day, etc.) with a focus on audience engagement and performance analysis to inform and improve future programs and campaigns.
  - **Website:** Oversee website maintenance, updates and ensure a functional and user-friendly experience.
- Work with leadership to develop internal communications and talking points that empower staff and board to talk about organizational updates.
- Work with Development Manager to help create materials for communication with key stakeholders, including funders, city officials, community leaders, and partners.
- **Manage Public Relations:** Sustain and expand our media footprint, build and maintain press lists, generate press releases and explore opportunities to highlight our work in news outlets.
- Document the organization's activities through photography, participant experiences, storytelling, and other creative methods.
- Administer and optimize Google Ads campaigns to reach wider audiences and drive traffic to our programs and events.
- Coordinate the design and branding of organizational apparel and "swag"
- Support program staff in the creation of flyers, pamphlets and outreach materials
- Assist with managing relationships with outside consultants on special projects

## **CORE SKILLS AND EXPERIENCE:**

- At least 4 years of relevant experience in communications, public relations, or a related field.
- Comfortable making visual graphics, providing design feedback and keen attention to detail
- Excellent organizational, administrative, and interpersonal skills.
- Exceptional writing skills are a must and experience in copyediting
- Ability to effectively communicate with a wide range of audiences including: staff, community and city agency partners, volunteers, the general public
- Experience with: MacOS, Google Workspace (Docs, Sheets, Forms, etc.), Mailchimp, Canva, WordPress and managing Google Ads
- Excellent people skills, with experience collaborating in a diverse and dynamic team
- Self-motivated and able to prioritize tasks independently

## **ADDITIONAL SKILLS AND EXPERIENCE PREFERRED:**

- Familiarity with NYC sustainability and environmental programs.
- Bilingual skills

## **COMPENSATION AND BENEFITS:**

- This is a full-time, salaried position. The salary range for the position is \$65,000 to \$75,000, commensurate with skills and experience. The Ecology Center contributes towards a health care plan and offers a 401K matching plan. New employees are offered 10 paid holidays, 15 days of vacation, 5 personal days and 5 safe/sick days.

## **HOW TO APPLY:**

Qualified candidates should submit a resume and cover letter that addresses why you're interested in the position, how your experiences relate to the job responsibilities, and why you would like to work at the Ecology Center. Application materials should be combined into a single PDF file and sent to [info@lesecologycenter.org](mailto:info@lesecologycenter.org) with "Communication - YOUR NAME" in the subject line.

**Deadline to apply is March 21, 2025**

No phone calls, please.

Diversity, Equity, and Inclusion is core to the mission at the Lower East Side Ecology Center. The Ecology Center is an equal opportunity employer and does not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, marital status, age, veteran status, or physical or mental disability.

For more information, visit: [www.lesecologycenter.org](http://www.lesecologycenter.org)