

PREP *for* PREP

Communications Associate

Organization Summary: Prep for Prep is an education and leadership development program that creates ethical and effective leaders who reflect our diverse society. Prep identifies New York City's most promising students of color, prepares them for success at the nation's top independent schools throughout the Northeast, and supports their academic and personal growth through college graduation. Today, over 5,000 students and alumni in the Prep for Prep Community are leaders in every field imaginable.

Position Summary: Do you enjoy crafting stories? Does the thought of meeting and writing about people and current events spark your interest? Do you enjoy problem solving with a diverse group of people? If you say yes to all of the above, this Communications Associate role may be right for you.

Prep for Prep seeks a creative writer and visual media guru to join a growing Communications team. The successful applicant will have one to two years of prior experience in a communications setting within a nonprofit, educational institution, or similar organization. We are seeking a positive, proactive, detail-oriented individual with exceptional writing skills, who will accomplish all projects and approach interactions with colleagues, students, alumni, donors, and vendors with professionalism and enthusiasm.

As a member of the Communications team, and reporting to the Director of Communications, the Communications Associate is part of a 13-member External Affairs Department. The position plays a central role in supporting the execution of a comprehensive communications plan with responsibilities including but not limited to these primary areas:

Manage an annual program of digital and social media to increase public understanding of Prep for Prep's work and social impact

- Craft, develop and roll-out social media campaigns to meet the marketing needs for student recruitment, donor and alumni engagement, and for positioning Prep as a leader in its field
- Monitor social media (comments, direct messaging), collect and report on analytics, and maintain social, editorial, and key-messaging calendars to spot trends and keep ahead of the issues
- Draft website articles and reformat for other platforms
- Caption videos for YouTube and/or Facebook native uploads
- Edit and customize photography for social media, website, and in-house materials
- Update website content including text, photos, video, staff changes, etc.
- Attend program events, photo shoots, and video shoots to provide in-house photography needs and production assistance

Coordinate development and production of print and traditional media

- Assist with printed publications including writing content, proofreading, tracking deliverables for annual reports, admissions recruitment material, and other projects
- Produce in-house marketing materials to support donor cultivation, solicitation, and stewardship, engagement of alumni, schools, and corporate partnerships, and student/family recruitment
- Research opportunities for expanding print, digital, and online advertising
- Create inventory of position statement templates to support prompt responses to address constituent needs, community issues, as well as local, regional, national, and global news/trends.

Administrative and operational support

- Process vendor invoices, track departmental expenses, and produce reports
- Spearhead ongoing archival media asset management
- Produce and maintain analytics reports
- Proactively collect stories, photography, and video for potential use in materials/initiatives
- Work occasional evenings and weekends
- Other responsibilities and special projects as assigned

Skills, Experience, Competencies:

- One-two years of work experience in communications within a nonprofit or educational setting
- Excellent attention to detail and proof-reading skills
- Strong writing skills with ability to adapt content to different audiences
- Functional knowledge of Canva, Adobe PhotoShop, or similar design editing software
- Familiarity with social media management tools such as Hootsuite or Tweetdeck
- Knowledge of/experience with video editing software
- Adept use of Microsoft Office Suite/Adobe software (Powerpoint, Excel, Word, Adobe Acrobat X)
- Ability to work independently and within a team in a fast-paced, high-expectation environment
- Exercise discretion and good judgement in handling confidential information and in alignment with organization's objectives
- Possess cultural competencies working with diverse constituents including alumni, donors, trustees, program participants, and other stakeholders
- BA preferred; bilingual with reading and writing proficiency in Spanish a plus

How to Apply:

Applicants, please send cover letter, resume, and three writing samples (may include social post or video sample) to the Human Resources Manager with the subject line "Communications Associate" to personnel@prepforprep.org

Prep for Prep does not discriminate on the basis of race, color, religion, sexual orientation, or ethnic or national origin and is an equal opportunity employer.