



Communications Manager

[The Bronx Cooperative Development Initiative \(BCDI\)](#) is a community-led effort to build an equitable, sustainable, and democratic local economy that creates wealth and ownership for low-income people of color—what we call *economic democracy*. We are looking for a gifted storyteller and community organizer to join our team as Communications Manager. This person will create, implement, and oversee all external communications—including our website, social media, presentations, and print materials—to build our organizational recognition and motivate partners to action. This position is perfect for someone passionate about social justice and the role of storytelling in building self-determination for marginalized people.

Job Responsibilities:

The Communications Manager will be responsible for telling the story of BCDI, communicating our vision for the future, and inspiring new partners and stakeholders to join our work. Reporting to the Managing Director for Planning and Policy, they will directly manage BCDI's central communications while advising and overseeing program-specific communications for our four signature programs ([read more here](#)). They will be charged with building the BCDI "brand" and significantly growing our audience and the impact of our communications. Specifically, the Communications Manager will:

- Distill key narratives about our work to effectively communicate our vision and inspire people to action
- Ensure consistent messaging and appropriate tone across all media and projects, and coach staff and board on messaging
- Create and execute on a cross-platform content calendar, including a quarterly newsletter, annual report to key stakeholders, and regular social media and website updates to reflect progress in our work
- Create and implement guidelines for program staff to effectively document progress in their work
- Create and implement style guides and templates for print and digital materials
- Create and maintain fundraising materials, in partnership with our Grants Coordinator
- Assist program directors to develop program-specific content that connects to BCDI's overall vision and messaging
- Actively identify new opportunities and platforms to raise BCDI's profile
- Work with media outlets, as needed, to garner publicity for key events and campaigns
- Utilize metrics to assess and adjust communications strategy



Required Skills and Capacities:

The ideal candidate will have 3 to 5 years experience managing communications for an organization. Additionally, they will be:

- A strong writer and communicator, able to convey complex concepts in simple and persuasive language
- A thoughtful and creative storyteller, identifying new angles, ensuring our values are reflecting in our communications, and motivating our audience to action
- Detail-oriented to ensure consistent messaging across all platforms and media
- A team player, working with program directors to develop program-specific messaging
- Conversant in the following topics and fields: community and economic development, urban planning, social justice, community organizing, or related area
- Familiarity with design software and platforms, including Adobe Creative Suite and Squarespace
- Conversant in Spanish
- Committed to social inclusion, anti-oppression, racial, sexual, and economic justice

Preferred Skills:

- Fluency in Spanish and/or another language commonly spoken in the Bronx
- Experience living and working in the Bronx or New York City
- Experience with photography, photo editing, and/or video
- Graphic design and typography

Compensation:

\$50,000 to \$70,000, commensurate with experience

To apply:

Please email resume and cover letter to jobs@bcdi.nyc with "Communications Manager" in the subject line. Applications will be reviewed on a rolling basis.

People of color, people with disabilities, women, and LGBTQ candidates are strongly encouraged to apply. We are committed to a diverse workplace, and to supporting our staff with ongoing career development opportunities.

BCDI is an equal opportunity employer and prohibits discriminatory employment actions and treatment against employees and applicants for employment based on actual or perceived race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, gender identity or expression, familial status, family responsibilities, matriculation, political



affiliation, genetic information, disability, source of income, past incarceration, status as a victim of an intrafamily offense, or place of residence or business. Sexual harassment is a form of sex discrimination, which is prohibited by law, as is harassment based on any of the above-protected categories.