



## **JOB ANNOUNCEMENT**

**ORGANIZATION:** F.Y. Eye, Inc.

**POSITION:** Marketing Communications and Development Associate

**LOCATION:** New York, NY

**TYPE:** Part-Time (up to 20 hours per week)

Are you a skilled, entrepreneurial marketing and communications expert? [F.Y. Eye](#) is looking for a customer-centric, highly organized and skilled Marketing Communications and Development Associate to join our small, mighty nonprofit media group. You will help us support New York's nonprofit community by providing free and low-cost advertising opportunities that build awareness about important social, civic and educational resources and programs.

Since 2005, nonprofits have entrusted F.Y. Eye to strategically and cost-effectively develop and disseminate their important messages. Our keystone program is the [PSA Network](#)<sup>TM</sup>—an independent, community-driven media network of indoor and outdoor digital billboards that exclusively advertise social impact messaging to marginalized and disadvantaged populations. We also offer affordable media planning and buying services as well as creative expertise from our Impact Artist Collective.

### **POSITION SUMMARY**

The Marketing Communications and Development Associate will help support F.Y. Eye's various services and analyze the performance of programs and initiatives. S/he/they will help design, develop, implement, and report on F.Y. Eye's own branding, marketing strategy, and communications, as well as those of our clients. Under the supervision of the Program Director, s/he/they will also provide fundraising, public relations, and general administrative support. Responsibilities typically include prospect research, grant and proposal writing, database management, PSA Network operations support, and coordination of internal and external projects, campaigns and other assignments. S/he/they will also be responsible for effective and efficient administration of a complex project portfolio. The position has the potential to shift from part-time to full-time as the organization grows.

### **ESSENTIAL RESPONSIBILITIES**

- *Marketing and Communications*
  - Support development of program materials and other marketing and communications tasks that enhance F.Y. Eye's brand identity;
  - Help organize client, artist, vendor, subcontractor and other partner communications;
  - Generate innovative and fresh concepts for marketing campaigns and case studies;
  - Support management, monitoring and evaluation of marketing campaigns;
  - Assist with maintaining, managing and analyzing organizational presence on social media sites like Twitter, Instagram, and Facebook.
- *Fundraising and Public Relations*
  - Contribute to the planning, creation and management of grant proposals and reports;

- Write copy for local newspapers, promotional materials, press releases;
- Proactively develop relationships with media outlets and build consistent media interest and exposure;
- Research prospective clients and donors.
- *Administrative*
  - Assist with essential administrative tasks such as creating and sending contracts and invoices and updating database, including managing general contacts, hosts, clients, donors and PR/media contacts;
  - Support management of host billboard installation and maintenance;
  - Monitor digital PSA Network billboards to ensure hosts are complying with contractual agreements;
  - Help update the website, ensuring fresh content, SEO optimization.
    - Including uploading new PSAs, newsletters, new host partners
- *Other duties and projects as assigned*

#### **EXPERIENCE:**

- Minimum of 2 to 4 years of communications, advertising, public relations, business development and/or media experience;
- Copywriting and/or grant writing experience preferred;
- Marketing or communications background preferred.

#### **EDUCATION**

- Bachelor's degree from an accredited college.

#### **SKILLS AND ATTRIBUTES:**

- Self-motivated with strong organizational skills and ability to multitask, prioritize, and adapt to changing priorities;
- Analytical with great attention to detail;
- Superb and versatile writing and verbal communication skills;
- Able to work independently, team player, resourceful and creative thinker;
- High level of computer proficiency, including familiarity with Google applications, social media (Facebook, Twitter, and Instagram), MS Office (excel, word, powerpoint), WordPress, and Photoshop and/or Canva required;
- Proficiency in Adobe Creative Suite (Illustrator, InDesign, Premier Pro) preferred.

F.Y. Eye is an Equal Opportunity Employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

#### **HOW TO APPLY:**

Please submit cover letter, resume and two references to [info@fy-eye.org](mailto:info@fy-eye.org). Please include how you learned about the position and explain why you want a part-time work schedule in your cover letter.

F.Y. Eye will be accepting applications on a rolling basis. We thank all applicants for their interest, however only those candidates selected for interviews will be contacted.