



500 Riverside Drive
New York, NY, 10027
212-316-8400
ihouse-nyc.org

POSITION: Communications Associate

DEPARTMENT: Development, Alumni Relations and Communications (DARC)

REPORTS TO: Communications Lead

Position Summary:

Reporting to the Communications Lead, the Communications Associate will assist in the production and implementation of our web, social media and marketing activities and provide administrative and other communications support as needed. The Associate will play a vital role in increasing visibility for International House – helping us cultivate our worldwide reputation as an institution that imparts a highly prized set of global leadership skills and values to its Residents and Alumni.

Essential Functions:

Website and Social Media

- Post updates to I-House website as needed
- Use I-House social media channels to engage our community and support fundraising activity
- Work closely with Design Lead to design basic memes, infographics and other assets that reinforce key messages on I-House website and social media channels
- Help optimize I-House website content, utilizing tools and resources to raise SEO score.

Marketing

- Work closely with the Communications Lead to develop strategy, editorial calendar and compelling multimedia content for I-House website, social media, and newsletters (print and electronic)
- Assist in trafficking and editing content submissions from Staff and Resident writers
- Support Creative Lead in graphics and multimedia projects
- Facilitate distribution of e-mail newsletters and other marketing pieces
- Develop and manage Google Grant AdWords account
- Establish and monitor performance metrics for e-newsletters and appeals, including A/B testing of content and/or design

Administrative Duties

- Maintain I-House media and communications assets libraries, which include photos, success stories, fact sheets, and branding tools; oversee distribution of these assets
- Attend Board Committee Meetings: compile, transcribe, and distribute meeting minutes
- Assist with timesheets and budget tracking
- Collect updates across departments for streamlined communications to I-House Residents and Alumni
- Track and create reports on measurable impact of all digital initiatives using Google Analytics and other measurement tools.



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Position Requirements:

- Bachelor's degree in relevant field, or equivalent combination of training and experience
- Minimum 2-3 years related experience as part of a small communications team
- Graphic design skills, with strong knowledge of Photoshop and InDesign
- Experience with website content management systems
- Intermediate knowledge of HTML
- Excellent writing, editing, and proofreading skills (writing samples required)
- Proficiency in Microsoft Office
- Experience in Search Engine Optimization and Google for Non-Profits preferred
- In-depth understanding of best practices for social media management and email marketing techniques and tools.

Qualities:

- Creative problem-solver able to get things done quickly, efficiently, and accurately
- Excellent written and verbal communication skills and gracious interpersonal skills
- Excellent organizational, time management and project management skills, with the energy and flexibility to shift from creative to administrative projects as needed
- A good storyteller with a strong eye for detail
- Highly motivated, energetic and enthusiastic self-starter comfortable working as a collaborative partner on a small communications team as well as on cross-departmental projects.

HOW TO APPLY:

Please submit a cover letter and resume via e-mail to nfranciacotter@ihouse-nyc.org with "Communications Associate" in the subject line. The application deadline is **December 31, 2018** (or until the position is filled).

International House provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, International House complies with applicable state and local laws governing nondiscrimination in employment. International House expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.