



I · HOUSE

INTERNATIONAL HOUSE
500 RIVERSIDE DRIVE
NEW YORK, NY 10027-3916
IHOUSE-NYC.ORG

Position Description

Title: Assistant Vice President of Communications
Office: President
Reports to: CEO/President

Background

International House (I-House) is an interdisciplinary residency program in New York City for graduate students and young professionals from around the world. Founded in 1924, I-House was built on the simple yet radical notion that living in a diverse community instills a lifelong dedication to cross-cultural understanding. Through an intentional admissions process, and both informal and targeted programming aimed at building core competencies in social and cultural intelligence, I-House is leading the way in creating a more secure, peaceful, and collaborative coexistence across the globe.

Position Overview

I-House is seeking a dynamic and strategic Assistant Vice President of Communications to lead and enhance our communication strategies. In this pivotal role, the successful candidate, serving as an individual contributor, will work closely with the President and leadership team to design, refine, and execute strategies that drive our mission and objectives forward. The Assistant Vice President of Communications will manage all aspects of I-House's communication efforts, including overseeing I-House's website, social media presence, marketing materials, and internal and external communications. This role requires an individual who is a unifying force within the organization, capable of balancing high-level strategy with hands-on execution. If you are organized, creative, and passionate about impactful communications, we encourage you to apply.

Key Responsibilities:

Strategic Communication Planning

- Develop and execute an integrated communication strategy to enhance the visibility of the I-House brand through digital, social, and traditional media.
- Compile and assess communication needs across all service areas. Create, implement, and measure the effectiveness of communication strategies to ensure timeliness, consistency, and impact.
- Create and maintain an organization-wide communications strategy calendar.

Leadership and Collaboration

- Meet regularly with the President and leadership team to present, discuss, and prioritize internal communication needs, offering counsel and supporting executive visibility.
- Partner with key departments, such as the Programs and Resident Life Office and Admissions Office to develop and execute integrated communication strategies for residents, prospective applicants
- As needed, partner with the Institutional Advancement Office to create impactful alumni and donor communications materials.

- Collaborate with President’s Office on executive communication including writing speeches, develop presentations, prepare for media interviews.
- Supervise freelance professionals (designers, photographers, videographers, writers) and guide team members, including residents, in creating and managing content.

Content Creation and Brand Management

- Produce compelling content to attract prospective residents, engage current residents, and connect alumni and other audiences.
- Lead the creation, distribution, and maintenance of all print, electronic and social media content and collateral, ensuring alignment with brand strategy, adherence to guidelines, and high design standards.
- Create and maintain I-House brand guidelines.

Digital and Social Media Content Creation and Oversight

- Maintain and update I-House’s webpages with the latest content (events, stories, news), ensuring functionality and accessibility.
- Manage and grow I-House’s social media presence by posting content, engaging with followers, and monitoring analytics to refine strategies.
- Monitor public perception on platforms like Google reviews, Yelp, and Reddit, proactively addressing reputational risks.

Media Relations and Crisis Communication

- In collaboration with President’s Office, act as a spokesperson for the organization. Prepare other leaders for media engagements on as needed basis.
- Provide messaging guidance for external communications, including drafting and distributing press releases, statements, and high-profile or crisis communications with confidentiality.

Storytelling and Engagement

- Seek out and write stories about I-House events, residents, alumni, and invited guests to promote engagement and coverage across digital platforms.
- Ensure all I-House programs and events are represented across the website and social media.

Operational Support

- Assist in managing the communications budget.
- Perform other duties as assigned.

Qualifications and Requirements:

- A bachelor's degree is required.
- A minimum of 10 years of experience in journalism, communications, public relations, or a related field, including at least 5 years in a leadership role.
- Proven track record in developing and executing organization-wide communications strategies, as well as superior writing, editing, and verbal communication skills. Experience in grant writing, crafting solicitation letters, and alumni communications a plus.

- Proven track record in social media content development.
- Ability to effectively collaborate with stakeholders to ensure unified, strategic, and impactful messaging across all touchpoints. Customer-service orientation and strong relationship-building skills are essential.
- Exceptional organizational skills, with the ability to manage multiple key initiatives concurrently. Must thrive in a fast-paced environment, meet deadlines, and demonstrate proactive, detail-oriented project leadership.
- Capable of serving as both a strategic leader and a hands-on contributor. Must excel in producing polished work independently and quickly.
- Skilled in writing creative, attention-grabbing content for both long- and short-form communications.
- Advanced knowledge of Microsoft Office Suite, Adobe Creative Suite, WordPress, StarRez, HTML formatting, and social media best practices. Preferred experience includes graphic design, animation, video editing, and coding.
- Dedication to the mission and values of I-House, with the ability to engage effectively with individuals from diverse backgrounds.
- Availability to work occasional evenings and weekends.

Salary Range:

\$150,000 - \$200,000 commensurate with experience.

How to Apply:

Please submit a cover letter and resume via e-mail to careers@ihouse-nyc.org with “Assistant Vice President of Communications” in the subject line.

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.