



50 East 168th Street, Bronx, New York 10452
www.WHEDco.org

Title: Marketing & Communications Associate, Part-Time Position
Location: 50 East 168th Street, Bronx NY 10452
Reports to: Director of Marketing & Communications

The Women’s Housing and Economic Development Corporation (WHEDco) is a community development organization founded on the radically simple idea that all people deserve healthy, vibrant communities. We build award-winning, sustainable, affordable homes – but our work is not over when our buildings are complete. WHEDco believes that to be successful, affordable housing must be anchored in strong communities that residents can be proud of. WHEDco’s mission is to give the South Bronx access to all the resources that create thriving neighborhoods – from high-quality early education and after-school programs, to fresh, healthy food, cultural programming, and economic opportunity. See www.whedco.org for more information.

Job Summary:

WHEDco’s Marketing & Communications Department oversees the organization’s external communications, while ensuring brand and message consistency, engaging with key stakeholders across multiple platforms, and increasing the organization’s overall visibility. The Marketing & Communications Department also provides critical support to other departments within the organization, including the Bronx Music Heritage Center (BMHC), Bronx CookSpace and the Community Development Department.

Reporting to the Director of Marketing & Communications, the Marketing & Communications Associate will provide technical and creative support in key areas, mainly social media management, photography, video editing, and graphic design. The Marketing & Communications Associate liaises with the Director of Marketing & Communications and other personnel members to generate exciting and thoughtful social media content, document various organizational events and initiatives through photography and/or videography, among other tasks.

Primary Responsibilities: The **Part-Time Marketing & Communications Associate** will help to increase WHEDco’s visibility and audience engagement by providing general communications support. Activities may include:

- Liaising with the Director of Marketing & Communications and other personnel members to generate exciting and thoughtful social media content (Facebook, Twitter, Instagram).
- Documenting various organizational events and initiatives through photography and/or videography, as needed.
- Participating in at least 2 monthly events (evening or weekend) to do live posting on social media.
- Developing collateral materials as needed.

- Posting content online across multiple platforms (i.e., social media channels, website, and e-newsletters).
- Editing videos for promotional and grant-seeking purposes.
- Maintaining an up-to-date archive of photo and video assets.
- Providing general logistical and administrative support to facilitate internal and external communications, and manage special projects, as assigned.

Qualifications:

- Bachelor's degree required, preferably in Communications, English, or a related field.
- At least two years of relevant experience in the communications field (experience in a nonprofit setting and/or arts & culture organization desirable).
- Must be social media savvy; experience managing social media accounts (Facebook, Twitter, Instagram, YouTube) for nonprofit organizations required.
- Proficiency in graphic design software and programs, such as Adobe Creative Suite and Canva, highly desired.
- Proficiency in event photography, videography and video editing, using programs such as Adobe Premiere or other similar platforms, highly preferred.
- Excellent written and verbal communication skills.
- Collaborative team player with a sense of humor, excellent interpersonal skills, and good judgment. Must be able to engage staff members from diverse programs across a large and growing organization.
- Motivated, creative, and resourceful self-starter who takes initiative.
- Ability and willingness to handle multiple assignments, meet deadlines, and pay strong attention to detail.
- Available for events and/or meetings during evenings or weekends, as needed.
- Bilingual (English/Spanish) preferred.
- Knowledge of the Bronx a plus.

To apply, please send a cover letter and resume to communications@whedco.org.

WHEDco affords all qualified applicants equal employment opportunities without discrimination because of race, creed (religion), color, sex, national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status, or any other category protected by law. WHEDco follows the requirements of the New York Human Rights Law with regard to non-discrimination on the basis of prior criminal conviction and prior arrest.