The Fresh Air Fund, an independent, not-for-profit agency, which provides free, enriching summer experiences and year-round academic programs for children from underserved New York City communities, seeks a Communications Coordinator to support the development of The Fund’s communications strategy and public relations activities. The Communications Coordinator will play a key role in implementing strategic communications initiatives to strengthen The Fresh Air Fund’s brand, including an upcoming website redesign.

**Position:**

Reporting to the Director of Communications, the Communications Coordinator will:

- Coordinate the management of The Fresh Air Fund’s social media assets on Facebook, Twitter, YouTube and Instagram with the goal of increasing followers, engagement and brand awareness
- Coordinate national, local and regional PSA campaigns
- Manage the collection and cataloging of all content including photos, video and interviews with Fresh Air children, Fresh Air parents, host families and alumni
- Coordinate photo shoots, and work to secure pro-bono photography
- Proactively pitch stories to media outlets; and write and distribute press releases and feature stories to approximately 3,500 media outlets
- Assist with the development of Fresh Air Fund digital and print communications including the annual report, New York Times public service announcements, marketing and recruitment materials
- Coordinate publicity requests from over 300 volunteer leaders along the East Coast and Southern Canada
- Use Google Analytics and other measurement tools to provide analysis and key metrics on all marketing and public relations efforts
- Train and supervise a team of up to eight interns
- Provide database management and administrative support

**Candidate Requirements:**

- A Bachelor’s degree and 2 years of relevant work experience
- Demonstrated ability to work independently and collaboratively, to take initiative and follow direction, to problem solve, prioritize and manage multiple projects concurrently
- Excellent writing and editing skills
- Experience with social media platforms, trends and analytics
- Detail oriented, efficient and enthusiastic
• Experience with: editing website content, graphic design, and photography a plus
• Passion for the work and mission of The Fresh Air Fund

The Fresh Air Fund is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, marital status, national origin, or disability.

To be considered, please submit a cover letter and resume to pr@freshair.org
Please include the title of the position in the subject line.