



Communications Assistant - Part Time Position

New York, NY

PENCIL is seeking a highly motivated individual to work in its Communications department on a part-time basis. This position will report to and work closely with the Senior Communications Manager to support the execution of communications needs across the organization. This is a part-time, hourly paid position of approximately 25 hours per week; hours are flexible depending on schedule (i.e. School or other commitments).

THE ORGANIZATION

In 1995, PENCIL launched Principal for a Day®, an annual event designed to raise awareness about public education by having civic and business leaders serve as visiting principals in New York City schools. Twenty years later, PENCIL continues to connect expertise from the business community to build public school capacity and put students on the path to college and career success.

Business leaders in PENCIL's network can deepen their impact by engaging in two core programs:

- The PENCIL School Partnership Program creates and supports partnerships between business and school leaders that leverage their collective energies to foster strong school leaders and prepare students for college and career success. PENCIL serves as a critical liaison in these partnerships, helping to recruit and match businesses with schools and providing hands-on support in the design, implementation, and evaluation of partnership activities.
- The PENCIL Internship Program is a competitive career readiness program for NYC high school juniors and seniors, as well as college students. PENCIL trains and places talented, high need students in internships in businesses throughout the city in order to provide deserving students with critical workplace experiences and skills. PENCIL provides training to both students and business volunteers to make sure that students can get the most from their internships. PENCIL is a provider for the NYC Department of Youth and Community Development's Ladders for Leaders program.

RESPONSIBILITIES

- Helping to create, plan and execute engaging social media and blog content; tailoring, coordinating and monitoring across PENCIL's social media channels (Facebook, Twitter, LinkedIn, Instagram)
- Analyzing reach and performance of social media posts and making adjustments as necessary
- Updating website content via WordPress platform, including developing and writing original material for the PENCIL blog and newsletter, generating original content including first-person stories from PENCIL students, volunteers and business network, and designing/updating layout
- Event reporting and photography assistance
- Researching and identifying viable, new communications resources to support program and partnership model structures and incorporate as organization expands by exploring content of peer organizations for best practices
- Supporting maintenance and expansion of digital photo library, aiding in organization and cataloging of PENCIL's image drive
- Improving communications administrative procedures by organizing and updating instructions and procedural documentation
- Functioning as Receptionist for part of the day: answering phones, greeting visitors, setting up conferences and handling vendor requests and other administrative duties as needed

QUALIFICATIONS

- Knowledge of social media platforms and social media content production, using enterprise publishing tools such as Hootsuite
- Graphic Design, WordPress, and photography skills desired
- Strong attention to detail and organizational skills required
- Strong writing, communication and interpersonal skills
- Ability to work with various departments to finish projects and to juggle multiple priorities
- Proactive self-starter, organized and detail-oriented, with a can-do attitude who enjoys getting creative
- Proficiency in Microsoft Office applications
- Ability to handle deadlines and last-minute projects

This is an excellent opportunity to gain experience working with a professional staff in an enthusiastic, education non-profit organization.

TO APPLY

Please email a cover letter and resume to opportunities@pencil.org with the subject line "PT Communications Assistant"

Applications will be accepted until the position is filled.

PENCIL is strongly committed to the principle of equal opportunity for all individuals. PENCIL will make all employment decisions without unlawful discrimination on the basis of race, color, religion, sex, sexual orientation, national origin, age, disability, veteran status, or any other status protected by law.