

Job Title: Marketing and Communications Manager

Job Level: Program Manager

Reports to: Director of Communications

Salary Range: \$85,000 - \$111,500

Job Location: This is a fully remote position, and candidates can be based anywhere within the United States. Travel to our New York office will be expected several times a year.

Candidates that reside in NY: There will be an expectation to report to the office two days per week if residing in NY.

About the organization:

TransitCenter is a private foundation that conducts research and advocacy and works nationally to improve public transit in ways that make U.S. cities more just and environmentally sustainable. To do this, we are committed to reforming how and by whom decisions about transit are made, bringing new perspectives, especially those of transit riders, into planning and policy work. We believe that supporting community-based activists and harnessing our own voice are critical to advancing the type of transit advocacy urgently needed in American cities. More about TransitCenter's work and staff can be found on our website, transitcenter.org

About the position:

The Marketing and Communications Manager will play a critical role in amplifying the impact of products and programs for TransitCenter. They will help our work find new audiences, and ensure that our products are falling into the laps of key decision-makers in the transit universe. They will also help to create compelling content for TransitCenter's blog, social media, and newsletters. The successful candidate will have a knack for both storytelling and advocacy messaging, and is overflowing with ideas for how to reach and influence stakeholders. They'll be creative, energetic, curious, collaborative, and interested in using digital communications tools to facilitate real-world change.

Key Duties & Responsibilities:

- Designs and executes marketing plans for all of our externally facing products, including reports, events, videos, and podcasts
- Helps us reach new audiences, and ensure we are reaching key decision-makers and influencers
- With the Director of Communications, shares responsibility for the organization's social media feeds
- Primary responsibility for appearance, structure, and text on TransitCenter website; primary point of contact with web developers
- Works with the Director of Communications to develop a national press strategy
- Leads and executes our newsletter strategy, including content creation as well as developing a plan to grow subscriber base
- Produces blog posts and other brief written and graphical communication about timely issues and trends affecting transit
- Works to identify strategic partnership opportunities, and track their impact
- Routinely gathers audience insights to inform outreach strategies

Qualifications:

- 4-6 years of experience in a communications and or marketing role
- Experience working in transit - either at an agency, non-profit, or in the private sector
- An exemplary communicator and strategist
- Experience implementing marketing campaigns with demonstrated results
- Excellent project management skills and attention to detail
- The ability to work independently, and the ability to make determinations about what to prioritize based on changing circumstances
- Open to feedback and comfortable working in close collaboration across internal teams and with external partners
- Interest in translating communications metrics into real-world change
- A demonstrated commitment to racial equity

Desired:

- A proven track record of growing audiences and engagement for organizations on social media
- Experience with power-mapping, and identifying and influencing key decision-makers
- Background in public policy, government, or issue advocacy
- Proficiency with Adobe Creative Suite and experience with graphic design
- Interest in short-form video producing and editing

In order to live our values to have an equitable and inclusive workplace and because we believe in the power of complementary strength, people of color, people with low incomes, women, LGBTQ people, and people with disabilities are highly encouraged to apply.

Benefits package:

- The full benefits package will be described as part of the interview process but some of our benefits include:
- 401(k) with 5% matching contribution - Medical, dental, vision insurance
- Short-term and long-term disability insurance
- 11 company holidays, 22 days of vacation, 10 sick days per year, and 12 weeks of paid parental leave for new parents

To apply, please send your resume, cover letter, and a writing sample, all attached as a single PDF to careers@transitcenter.org. Resumes will be accepted on a rolling basis and reviewed as they come in.