



Literacy Inc., d/b/a Literacy in Community (LINC), equips children in all 5 of New York's boroughs with foundational literacy skills essential for academic achievement by empowering families and mobilizing their community. LINC connects families with each other and with resources in their community to literacy-rich environments and learn how to support their child's development from before they are born to when they turn five years old, and beyond. Our community-based approach fosters early literacy development to nurture generations of lifelong learners and empowers parents to become literacy advocates. LINC works to strengthen literacy ecosystems within NYC and provide educators, child care, and healthcare professionals with skills to promote early childhood literacy.

LINC's vision is to harness the power that exists in every community to make literacy a value and a right of all children. A pioneer in the field of early literacy, LINC leads several collective impact initiatives in addition to its comprehensive programs and has won multiple Nonprofit Excellence Awards in recognition of its high level of Overall Organizational Management, including in Financial Management and for Excellence in Resource Development and Fundraising.

Title: Communications Associate

Reports to: Virginia Taddoni, Associate Director of Communications

Schedule: 5 days, Full time. Work hours: Monday-Friday 9:00am-5:00pm, with availability for some event attendance/support during and outside business hours, including weekends.

Location: NYC area – LINC is a hybrid work environment. Mostly remote with some in-office and on-site requirements.

Compensation range: \$55,000 - 65,000 per year

How to Apply:

To submit an application, please email your brief cover letter and resume to: jobs@lincnyc.org with "Communications Associate" in the subject line.

Position Summary:

LINC is looking for a creative, collaborative, and driven **Communications Associate** to join a fast-paced communications team and help amplify the LINC stories, impact, and mission that are transforming early childhood literacy. This is an exciting opportunity for a communications generalist who thrives in a dynamic, mission-driven environment and enjoys working across a variety of projects—from crafting compelling content and graphics and supporting strategic campaigns to strengthening both internal and external communications.



You'll play an essential role in elevating LINC's visibility, strengthening our reputation as a leader in early childhood literacy, supporting community recruitment, and engaging audiences who share our commitment to educational equity. You'll collaborate with colleagues across the organization, coordinate with external consultants, support LINC's community-centered literacy work, and help grow the broad visibility of LINC's work through marketing and communications strategies.

Reporting to the Associate Director of Communications, you'll work closely with the Chief Development Officer, members of the development team, and teammates across the organization to tell powerful stories, build meaningful connections, and inspire support for LINC's mission.

Responsibilities

- Develop practical and effective communications and tools for multiple audiences to raise awareness of our mission, programs and services. This includes a range of print and digital creative products, including flyers, presentations, one-pagers, reports, swag, web graphics, and other marketing materials as needed. Ensure products align with brand identity and meet production specifications and deadlines. Prepare designs and files for both print and digital delivery.
- Help shape LINC's social media and work with LINC's Digital Strategy Consultant on social media content and campaigns, including themes, narrative and graphics that will engage participant outreach, galvanize donor support, and build community. Interface with the development team to integrate digital, social media, and print assets with fundraising campaigns and plans.
- Take the lead on website maintenance and web design projects, including regular updates to website content and graphics, and ongoing search engine optimization efforts.
- Create and edit videos, lead and support staff in their video-building efforts.
- Implement systems and structures that will improve and maintain internal communication across the organization and facilitate external communication by development.
- Build and maintain relationships within the organization, including program, fundraising, advocacy, and collective impact staff.
- Attend and support some of LINC's fundraising, advocacy, and program events both virtually and in person.
- Support media relations efforts as needed.
- Assess, organize, and grow LINC's creative assets and ensure that they are being used consistently.
- Work with LINC's data and evaluation team to measure and improve the effectiveness of LINC's digital and print communications
- Proofread and test materials as needed.

Performs other related tasks as assigned.



Desired Skills/Qualifications

- Bachelor's Degree
- At least 4 years of related work experience in marketing and communications, preferably in a non-profit or related environment.
- Print and digital graphic design experience required.
- Social media marketing experience desired.
- Copywriting experience a plus.
- Web design and maintenance required, experience with **WordPress** desired.
- Intermediate knowledge of
 - **Adobe Creative Suite**
 - **InDesign, Illustrator, & Photoshop, Acrobat Pro**
 - **Canva**
 - **Premiere & AfterEffects**: Video editing and animation experience is highly desirable.
- Familiarity with **Mailchimp, Airtable**, and **Google Suite**, including **Google Sheets**
- Excellent writing, presentation and interpersonal communication skills
- Ability to identify and use analytic tools to assess performance of initiatives, campaigns.
- Demonstrated ability to navigate ambiguity and prioritize in a deadline-driven environment
- Proactive, Reliable, and flexible outlook with the ability to problem-solve creatively with limited resources.
- Experience working with diverse populations, particularly across NYC
- Excellent organization and time management skills
- Eagerness to learn and adapt to new software as needed
- Deadline-attentive and detail-oriented
- Ability to work independently and as a member of a diverse team
- Spanish language or an additional language fluency a plus
- Humor and Can Do attitude highly valued

Commitment to Diversity and Equal Employment Opportunities Literacy Inc. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

LINC values diversity and actively seeks to build an inclusive applicant pool and pursue a thoughtful hiring process, including a diverse hiring committee, carefully designed interview questions, and mindfulness about unconscious biases.