



**Job Description:  
Manager, Digital Communications**

**About NYC Kids RISE**

The NYC Kids RISE Save for College Program is a universal, community-driven wealth-building platform that expands access to mainstream financial products, puts real financial assets in the hands of low-income families and communities of color, regardless of their immigration status, provides financial education for families and students, and brings schools and communities together to support all of their children's futures. NYC Kids RISE has just concluded its fourth year of operations in the geographic area of School District 30 in Queens - one of the most diverse school districts in the country - more than 13,000 students (~95% of all Kindergarten, First, Second and Third Graders) have a NYC Scholarship Account with more than \$6M accumulated to date. Based on the success of the pilot, the City recently announced that the Program will be [expanding citywide in the Fall 2021](#).

Through the Program, every student enrolled in a participating NYC public (district or charter) elementary school, starting in kindergarten, automatically receives an NYC Scholarship Account invested in the NY 529 Direct Plan plan with a \$100 seed deposit and up to \$200 in early rewards. Their families can open and connect their own college savings account (separate from the scholarship account) and start saving their own money in the ways and amounts that make sense for them, building financial capability and stability. At the same time, communities can contribute to groups of these NYC Scholarship Accounts as both a targeted and universal platform for community-driven asset-building in every neighborhood. By combining seed scholarships, family savings, community investments, and funding streams from every level, the platform can build meaningful assets for public school students. These accounts, and the accompanying program supports, enable families, schools, local organizations, businesses, anchor institutions, financial institutions, philanthropy, and the public sector to work together to build assets in students' accounts and strengthen social capital by supporting expectations of success across the neighborhood.

NYC Kids RISE manages the Save for College Program in partnership with the NYC Department of Education and the City of New York, with founding support from the Gray Foundation.

[Read more](#) about NYC Kids RISE and the Save for College Program and [listen to stories](#) from partners who helped build the platform during the pilot phase. Also check out recent articles in [Fast Company](#), the [Wall Street Journal](#) and the [NYCHA Journal](#). Read more about NYC Kids RISE theory of change [here](#) in a recent report by the Urban Institute.



## **Manager of Digital Communications**

As the Save for College Program expands citywide, NYC Kids RISE is searching for an organized, and creative digital communications professional to join our growing team. The Manager will play a key role in advancing the organization's brand and platform. The ideal candidate will be willing to roll up their sleeves, work cross-functionally with multiple teams, and manage multiple projects at once. The Manager will have an eye towards multiple stakeholders including: Students, Families, Schools, and Neighborhoods. They will also play a role in helping to design and execute a creative and inclusive digital communications strategy.

Responsibilities will include, but not be limited to:

### *Creative Digital Content Creation and Execution:*

- Designing creative and inclusive digital communications content for the organization and the Save for College Program - a decentralized community-driven platform
- Developing action-oriented social media campaigns that support various aspects of the Save for College Program model, including school partnerships, Community Based Organization partnerships, Neighborhood Networks, and Community Scholarships
- Working with other members of the Communications team to identify digital and other multi-media strategies and projects that amplify the many voices and stakeholders involved in the platform, and work to reinforce social networks within and across neighborhoods as well as "community support" for all our children
- Working with multiple team members to design, and distribute regular e-communications to Save for College Program Parents and other general partners
- In partnership with program teams, designing and developing segmented communications to families participating in the Save for College Program from different schools, at different grade levels, and from different neighborhoods
- In partnership with program teams, creating and maintaining parent facing, school facing, and general-public facing informational materials
- Advance digital strategy that takes into account both the importance of the universal aspect of the Save for College Program (every public school student starting in Kindergarten), and the neighborhood-based focus.

### *Graphic Design and Communications Systems Management:*

- Managing NYC Kid RISE social media accounts, which include Facebook, Instagram, Twitter, and LinkedIn
- Managing website content and continuously optimizing and/or making recommendations for user experience
- Working with team members to identify and institutionalize the use of a new mass emailing platform
- Maintaining a digital editorial calendar to ensure content and campaigns support the organization's priorities
- As necessary, pitching in on drafting, editing and graphically designing other communications documents and materials

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- As needed, assist in managing the production, translation, distribution, printing, organization, and inventory of materials.

## *Contributing to a Collaborative Team Environment:*

- Along with all NYC Kids RISE employees, maintain, and support other staff and volunteers to maintain strict adherence to NYC Kids RISE data security and privacy policies; remaining vigilant on the ways in which NYC Kids RISE can continue to protect Confidential Information (including Student and Family Data); identify vulnerabilities, and proactively problem solve to improve controls and practices
- Along with all NYC Kids RISE employees, participate and share in the organization's work to advance racial equity and anti-oppression in the organization's and program's operations and practices; proactively identify opportunities to advance the development of an anti-racist organization; share and solicit ongoing feedback and conversations to advance this work.

## **Qualifications**

- Minimum five years of experience in a digital communications or graphic design role with significant responsibilities.
- Proven experience with graphic design tools, including Adobe Creative Suite
- Interest in and understanding of digital trends and the social media ecosystem, including but not limited to organic and branded content, digital content formats and existing and up-and-coming social media and messaging platforms
- Passion for current and emerging digital tools
- Experience with photo and video editing tools
- Experience in web writing and editing
- Adaptable, flexible and effective problem solver in fast-paced settings
- Proven project manager that can manage multiple projects at once; highly organized, strong attention to detail
- Interest in collective impact and neighborhood-level change
- Willingness to work evenings, and some weekends, as needed
- Strong judgment and ability to work independently
- Proven ability to work with people from a variety of backgrounds and experiences
- Knowledge of, and interest in increasing educational opportunities and long-term financial security for low-income New York City families;
- Familiarity with and/or desire to learn New York City neighborhoods and systems (schools, community-based organizations, social services, etc.)
- Preference for bilingual in one of the following: Arabic, Bengali, Chinese, French, Haitian Creole, Korean, Russian, Spanish and Urdu

**To apply, submit a cover letter and resume to [jobs@nyckidsrise.org](mailto:jobs@nyckidsrise.org) and list the name of the position, "Manager of Digital Communications," in the subject of the email. Salary based on experience.**