

Job Description

Job Title: Staff Writer
Location: 1011 First Avenue
FLSA Status: Full Time
Classification: Professional
Department: Communications & Marketing **Office:** 1011
Reports to: Director Communications & Marketing
Supervisory Responsibilities: Yes _____ No X

Summary:

The Staff Writer is responsible for writing and coordinating high-level communications for internal and external audiences. Projects include a variety of communications/writing functions including: talking points, creating copy, newsletters, magazine articles, web content, and other marketing collateral for a broad range of stakeholders. The Staff Writer works as an integrated member of the Marketing and Communications team.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Serve as the writer for managing the following signature platforms:
 - *Neediest Cases*: Deliver high-quality client profiles used to build CCNY brand and reputation and champion client profiles for publication in the New York Times. Processes all the necessary approvals.
 - *Blog*: Work with internal and external partners to create engaging content and develop stories through online postings. Manage blog platform serving as a writer. Partner with social media team to distribute blog content via social networks.
 - *CCNY Collateral*: Assist Production from start to finish of various CCNY branding, and copy for Websites.
- Gather information, check facts and provide content for a wide variety of other communications vehicles to convey Catholic Charities messaging and priorities.
- Work closely with colleagues in the Agency to ensure a solid understanding of initiatives, programs and activities and present those programs in writing, editing and providing content to effectively build the Catholic Charities brand and reputation.
- Prioritize projects to keep multiple assignments moving in a timely manner, meet deadlines, and supplemental projects including collateral materials, web pages, annual reports, branding videos and newsletters.
- Review and provide guidance on other writing projects as assigned.
- Marketing Support
 - Partner with marketing and communications team members and other stakeholders to plan and execute the marketing and communications plans, content calendars and ad hock marketing assignments.

Position Type and Expected Hours of Work:

This is a full-time position. Days and hours of work are generally 9:00 AM to 5 PM Monday-Friday. Additional weekend and evening hours may be required to meet program deadlines or client needs. Some travel will be required in the NYC area to visit clients.

Qualifications:

The ideal candidate should have the following:

- Superior written communication skills, including spelling, punctuation, and grammar, as well as a capacity to communicate complex ideas to a variety of audiences
- Knowledge of current cultural trends
- Expertise in developing clear concise proposals, presentations and reports that incorporate graphics, media metrics and charts
- Robust research skills with the ability to read between the lines, and analyze complex information in order to effectively communicate to a variety of audiences
- Strong attention to detail with the ability to solve problems and multitask
- Ability to conduct journalistic interviews
- Passion for nonprofit work and human services
- Comfortability writing pieces that communicate the dimensions of issues faced by New Yorkers in need
 - various topics ranging from homelessness to immigration and opioid use.
- Understand and champion CCNY brand
- Working knowledge of Spanish language preferred
- Well-versed in digital content formats and channels
- Ability to write multiple stories and blogs a week
- Ability to see a writing assignment through from start to completion and publication

Education and/or experience *required*:

- Bachelor's Degree (required) Master Degree and extensive writing for print media and for organizational publications preferred
- 4+ years in content writing and creation with either experience in mainstream journalism or branded content and a strong strategic understanding of applying editorial and news to brand
- Journalism: 3 + years (Preferred)

Skills, and/or competencies *required*:

Ability to interact with varied constituencies, knowledge of print media requirements and interface, and the ability to promote enthusiasm for the mission of the Agency. Willingness to adapt to changing Media landscape and learn new methods of optimizing content. Enjoy brainstorming and collaborating with colleagues in the development of story ideas and the execution of those ideas. Writing Samples will be requested.