



Content Coordinator Open New York

About Open New York

Open New York (ONY) is a grassroots, non-profit organization advocating for abundant homes and lower rent. With a rapidly growing staff and hundreds of active volunteer members across New York State, ONY seeks to implement local and statewide policy changes that expand housing options for all New Yorkers. From Rochester to the Rockaways, ONY is organizing to pass innovative and necessary legislation to finally dig New York State out of its decades-long housing crisis.

Job Summary

Open New York is looking to bring on a Content Coordinator to expand our ability to address key stakeholders, including members, legislators, and donors. This position blends editorial sensibilities with creativity, organization, and platform expertise. Ideal candidates will have a background in journalism, social media management, online organizing, or digital fundraising, and have a proven track record of substantive contributions to storytelling, editorial strategy, and multi-format content creation across newsletters, social media, and web content.

Responsibilities:

- Design and own newsletters to keep key stakeholders updated on Open New York's work and to cultivate deeper engagement with the organization.
- Create social media content for a variety of platforms with a goal of increasing on- and offline engagement.
- Contribute to and coordinate the development of Open New York's outward-facing communications, supporting consistency in tone, voice, and messaging across channels and platforms in collaboration with internal stakeholders.
- Collaborate with the Director of Organizing to enhance digital member experiences and advocacy engagement through clear, engaging editorial content.
- Assist the Development Director on creating donor-facing communications.
- Update and maintain Open New York's website.
- Execute a portfolio of paid advertisements to support issue advocacy, fundraising, and member recruitment.
- Coordinate the sourcing, onboarding, and management of freelance writers, designers, and other content contributors, including tracking deadlines, facilitating communication, and processing invoices.

- Track and report on engagement analytics across social media, newsletters, and other digital platforms, using insights to inform editorial strategy and optimize audience engagement.

The ideal candidate will have:

- Experience contributing at a high level to editorial production and digital content creation in roles such as journalist, campaign content strategist, or similar positions.
- Keen understanding of social trends, audiences, reporting and paid tactics
- Experience contributing to editorial content strategies across social media, newsletters, and other digital platforms.
- Strong writing skills with the ability to tailor messaging across multiple formats, including social media, newsletters, web content, and advocacy materials.
- Experience tracking and reporting on engagement analytics across social media, newsletters, and other digital platforms, using insights to support editorial improvements and audience engagement.
- Experience working with and coordinating freelance contributors, such as writers, graphic designers, and content producers, to ensure timely and high-quality content production.
- Image and video editing skills with a desire to learn more.
- An enthusiastic team player who wants to help the organization grow and thrive.
- A self-starter who takes initiative and cares to get things done efficiently and well.
- Ability to juggle multiple tasks and priorities with grace.
- Excellent communication skills and emotional fluency.

More Information:

Location: New York City. We operate as a hybrid team, with three days per week in our office in Tribeca.

Reports to: Nick Berkowitz, Director of Communications

Manages: N/A

Salary: \$75,000 - \$85,000, depending on experience. This is a full-time, exempt position.

Employee benefits include:

- Medical, dental, vision coverage
- 16 weeks paid parental leave
- 20 paid days off
- 13 paid holidays
- Unrestricted sick leave

Application deadline: January 24, 2025

How to Apply: Submit an updated resume to ONYJobs@opennewyork.org. Please include “Content Coordinator” in the subject line.

Equal Employment Opportunity

Open New York is committed to a diverse workforce, and we seek diversity among applicants for this position. People of color, women, LGBTQIA+, people with disabilities, and veterans are encouraged to apply. Open New York is an Equal Employment Opportunity Employer.