Marketing & Communications Coordinator

Schedule: 24 hours per week
Compensation: $26/hour
Location: Hybrid / New York City
Level: Entry-level / early career
Reports to: HNY Leadership
Anticipated hire: Fall 2026

Is this you?

Do you notice the story happening in the room?

Maybe you're the person taking photographs at an event, capturing a quick video, noticing the quote everyone else missed, or thinking about how three images could become a great Instagram carousel.

Do you like turning ideas into visual stories? Writing for social media? Designing graphics? Editing short-form video? Talking with people and listening for the quote, reflection, or testimonial that captures why an experience mattered?

Do you follow museums, libraries, cultural organizations, publishers, artists, journalists, or other New York institutions because you genuinely like seeing how they tell stories online? Are you keeping up with current trends, news, and pop culture?

And would you like to build those skills while documenting conversations about history, literature, culture, democracy, community, and life in New York?

You might be our next Marketing & Communications Coordinator.

About Humanities New York

Humanities New York brings people together to explore the ideas, histories, stories, and questions that shape our lives.

We work with libraries, museums, colleges, cultural organizations, and community partners across New York State to create public programs where people can read, talk, question, listen, and encounter new perspectives.

Our programs include Community Conversations, In Common, and Humanities Unbound, and our work happens everywhere from New York City libraries to cultural organizations and communities across the state.

What You'll Do

You'll work directly with HNY's leadership and programs team to turn our programs, partnerships, people, and ideas into engaging public communications.

This is a hands-on role. Some days you might be designing a graphic or scheduling an Instagram post. Another day, you might attend a public program with a camera, interview a participant, edit a Reel, update our website, or help turn an upcoming event into a small communications campaign.

Your work will help HNY consistently reach audiences and tell the story of what we're doing across **Instagram, Facebook, LinkedIn, YouTube, our website, email, and earned media.**

You'll help:

- **Create content.** Write social and digital copy, create graphics and carousels, edit photography and short- and long-form video, and develop content that feels human, thoughtful, and visually engaging.
- **Document our work.** Attend selected HNY programs and events to capture photographs, video, participant reflections, testimonials, and the moments that help tell the story of our work and impact.
- **Find and tell stories.** Interview participants, facilitators, partners, scholars, and community members and turn what you hear into written, visual, and multimedia stories.
- **Promote our programs.** Work with HNY leadership to execute communications campaigns for Community Conversations, Humanities Unbound, In Common, partnerships, special projects, annual events, and organizational initiatives.
- **Keep our social and digital channels moving.** Maintain a consistent rhythm of useful, creative, and engaging content across Instagram, Facebook, LinkedIn, YouTube, and humanitiesny.org.

- **Create our email communications.** Help build, design, and distribute HNY newsletters and program campaigns through Mailchimp, from layouts and graphics to subject lines, links, scheduling, audience segmentation, and engagement.
- **Design things people want to look at.** Use Canva and HNY's existing brand system to create social graphics, event promotions, program collateral, one-pagers, presentation decks, board and stakeholder reporting, and other internal and external materials. Help turn HNY's ideas, stories, and impact data into communications that are clear, polished, and visually engaging.
- **Help us reach beyond our own channels.** Support press releases, event listings, local and regional media research, community outreach, and promotional opportunities with HNY's institutional partners.
- **Learn what works.** Pay attention to social, web, email, and campaign engagement; experiment with formats and ideas; and help us understand what is connecting with our audiences.

What We're Looking For

This is an entry-level communications role with room to grow. You do not need to arrive knowing every platform, program, or tool we use.

We're especially interested in someone who has a strong creative instinct, likes learning, and can take an idea from *"we should tell people about this"* to something that's ready to publish.

You might be a recent graduate, early-career communications professional, journalist, photographer, filmmaker, designer, content creator, arts or humanities person, or someone whose experience crosses several of those worlds.

We'd love to meet you if you:

- Write clearly and can adapt your voice for different audiences and platforms.
- Have an eye for photography, video, visual storytelling, or graphic design.
- Know your way around Canva, Adobe tools, CapCut, Premiere, or similar creative tools.
- Understand social media beyond simply posting to it.
- Enjoy talking with people and know how to listen for a good story.
- Are comfortable attending public events and interacting with partners and participants.

- Can manage deadlines and keep several small projects moving at once.
- Are curious about New York's cultural life and interested in history, literature, ideas, arts and culture, civic life, or the public humanities.
- Want both creative freedom and responsibility.

Experience with newsletters, Mailchimp, Squarespace, photography, video editing, journalism, press outreach, analytics, or nonprofit communications is a plus, but we don't expect one person to be an expert in all of them.

What You'll Have Room to Create

We're not looking for someone to simply receive a list of posts and press "publish."

HNY already has communications templates, workflows, brand assets, and channel guidance in place, so you won't be starting with a blank canvas. But we want the person in this role to bring ideas.

You'll work within HNY's voice, priorities, and communications strategy while having room to pitch stories, try new formats, develop visual approaches, experiment with content, and help us make our communications better.

As you grow in the position, so can your creative independence and ownership of HNY's communications work.

Why Work With Us?

At Humanities New York, you'll join a small, creative, and collaborative team where your ideas are welcome and your work makes an impact.

- **Time to recharge.** Generous prorated paid time off, an organizational winter break, and applicable New York State and City leave benefits.
- **Flexible, hybrid work.** A balance of remote work, team collaboration, and opportunities to get out into the city.
- **Explore New York's cultural scene.** Attend public programs, cultural events, workshops, and conferences, with occasional opportunities for work-related travel across New York State.
- **Grow your creative portfolio.** Build experience in photography, video, writing, graphic design, digital campaigns, and impact storytelling through published work.

- **Creative freedom and mentorship.** Work directly with HNY leadership, contribute fresh ideas, and grow your skills and responsibilities in a supportive environment.

You'll help tell the stories of New Yorkers, their communities, and the ideas that bring people together.

Benefits eligibility: This part-time position includes prorated paid time off and applicable statutory leave benefits. Employer-sponsored health insurance is not provided.