



## **OPEN POSITION FOR PART-TIME COMMUNICATIONS ASSISTANT**

TO APPLY, SEND YOUR RESUME AND COVER LETTER TO [INFO@LAALNYC.ORG](mailto:INFO@LAALNYC.ORG)

### **ABOUT THE POSITION:**

Laal seeks a part-time Communications Assistant who has prior experience in Social Media Management, content creation, photography & videography, social media statistical & algorithm analysis, and creating business models for marketing tools. The position includes, but is not limited to, capturing content for Laal's social media account, overseeing all social media platforms, and assisting the Communications Department as needed. This position is in-person and applicants must be Bronx or NYC based.

### **ABOUT LAAL NYC:**

Laal is looking for dedicated leaders to join our growing team. At Laal we provide resources to Bengali women in the Bronx so that they can live healthy, engaged, and joyful lives. In Bangla, laal means red. Laal symbolizes many things: the mark of menstruation; the red altha with which Bengali women adorn themselves; the red saree Bengali women wear on their wedding day; the red bindi that Bengali women are famous for; and of course, the red sun in the center of the Bangladeshi flag. We chose this as our name because it serves as a reminder of the strength and resilience of Bengali women.

Laal is a 501(c)3 nonprofit organization dedicated to the well-being and movement building of Bengali/Bangladeshi womxn from the Bronx. To date, we have held over 345 womxn-led workshops, gathered over 200 active members, and assisted over 2,800 individuals in obtaining food and other resources during the COVID-19 pandemic. Laal envisions Bangladeshi womxn breaking generational cycles of poverty and trauma, advocating for change, and building sustainable, joyful communities.

For more information about Laal, please visit [www.laalnyc.org](http://www.laalnyc.org).



## **ROLES AND RESPONSIBILITIES:**

- Assist Communications Department and be responsible for Laal's social media output and development.
- Report directly to the Communications Coordinator and in-person point of contact.
- Capture weekly video and photo content at Laal headquarters during programs, workshops, and events to use for social media content.
- Develop relevant, engaging, and interactive content topics to reach the organization's target audience.
- Create, curate, and manage published content (images, video, written and audio/podcast).
- Create engaging captions for social media posts.
- Monitor, listen, and respond to followers when they reach out, cultivate relationships, and attract donors.
- Assist in marketing and promotion of fundraising campaigns.
- Develop and expand the community by researching, engaging, and collaborating with aligned organizations and/or influencer outreach efforts.
- Ensure consistency across all of Laal's social media channels:
  - Facebook
  - Instagram
  - Twitter
  - Tiktok
  - LinkedIn
- Able to fulfill weekly/monthly deliverables based on contract.



- Assist in developing social media graphics and ensure consistency of Laal's aesthetic. Ensure Laal's values are reflected in Social Media language.
- Monitor online reviews and respond to each review timely and with care.
- Analyze key metrics and adjust marketing strategy as needed, and maintain a database of social media metrics and statistics. Compile reports for management showing results (ROI).
- Be an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Shadow instructors of digital literacy workshops.
- Work closely with all departments to ensure the most up-to-date information is being made public.
- Identify threats in user-generated content surrounding the company. Report notable threats to appropriate management.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on the effectiveness of campaigns in an effort to maximize results.

#### **REQUIREMENTS:**

- Possesses knowledge and experience in the tenets of traditional marketing.
- At least one year of experience in social media management. Demonstrates creativity and documented immersion in social media.
- Commitment to attend weekly team meetings.



- A marketing degree is welcomed but not required with relevant work experience.
- Strong photography and videography skills. Strong video editing and video content creation skills.
- Proficient in content marketing theory and application.
- Experience sourcing and managing content development and publishing.
- Exhibits the ability to jump from the creative side of marketing to the analytical side, able to demonstrate why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest, etc.), and how each platform can be deployed in different scenarios.
- Maintains excellent, concise writing and language skills.
- Demonstrates initiative to bring new marketing ideas to the table that will help boost online presence and engagement.
- Must be able to gain a level of trust and communication with Laal participants in order to have them be comfortable with being photographed or filmed.
- Displays the ability to effectively communicate information and ideas in writing, audio, and video format.
- Exceeds at building and maintaining relationships, online and off.
- Practices superior time management.
- Is a team player with the confidence to take the lead and guide other employees when necessary. (ie: content development, creation and editing of content, and online reputation management).
- Makes evident good technical understanding and can pick up new tools quickly.



- Ability to work weekends for events as needed.
- Possesses great ability to identify potential negative or crisis situations and apply conflict resolution principles to mitigate issues.
- **A major plus for applicants who speak the Bangla language (Syhleti, and/or Shuddo dialects).**
- **Must be Bronx or NYC-based.**

#### **PAYMENT:**

- The part-time Communications Assistant position is for 15-20 hours a week at \$20 - \$30/hr depending on experience. The position will begin in May 2023.

#### **TIMELINE**

- Week-long in-person trial period
- Upon onboarding, Communications Assistant will be hired with a three-month probationary period that will include monthly reviews from managers.
- Possibility to become a full-time employee in August 2023