Open Plans is a 501(c)3 non-profit with a mission to transform the streets of New York City to be truly livable for the residents of this city. We are seeking a communications & graphics professional to build organizational visibility, promote campaigns, and educate the Open Plans audience on important issues of public space in our neighborhoods.

The Position
Open Plans is seeking a savvy communicator with graphic design experience to help develop and deliver a variety of messaging initiatives. The Communications and Graphics Associate will be a key member of the team responsible for creative and logistical tasks in, but not limited to: social media, newsletters and graphic storytelling. Working closely with the Director of Communications and policy colleagues, the Associate will use communications tools to broaden the organization's impact, engage with stakeholders, inspire donor support and spark conversations in the public realm. This role will help strengthen Open Plans' public voice and devise creative ways to visually conceptualize and convey campaign messages.

What We’re Looking For
The ideal candidate is a creative thinker, a persuasive writer and a capable graphic designer. They are proactive and energetic with a good intuition for delivering compelling and appropriate content across a variety of audiences. Successful candidates must be comfortable taking a proactive role in developing visual and graphic communications. They should excel at the creative and logistical sides of communications and be comfortable collaborating with colleagues to translate campaign talking points into compelling graphic content.

Role Overview
- Help develop and advance organization-wide communications and messaging strategies
- Help develop and implement multi-faceted, issue-driven communications campaigns
- Create and deliver text, photo and video content for multiple social media channels
- Gather and manage a portfolio of images to use in communications, especially social media
● Collaborate on gathering social media metrics and analyzing to improve future performance
● Format and send bimonthly newsletter; collaborate on goals and strategy for acquisition, engagement, segmentation, etc.
● Create infographics and other graphic elements based on campaign messaging and strategy
● Assist in the creation and implementation of a strategic graphic identity, including a robust toolkit and standards manual
● Proofread key communications materials, including webpages, press releases, press pitches, reports, etc.

Experience & Critical Skills
● Ability to create and edit graphic elements for a variety of uses
● Excellent written communication skills; able to write for a variety of audiences and platforms
● Proficient in digital communications platforms like Mailchimp, Hootsuite, etc.
● Knowledge of and interest in social media landscape including best practices for specific platforms
● Creative self-starter with a collaborative spirit
● Ability to work well independently, seek support, and escalate when needed
● A strong interest in and an affinity for livable streets, engaged neighborhoods, quality of life issues
● Flexible, creative and critical thinking skills that enable you to think of many ways to reach goals
● A team player mentality
● Communication and document creation: Slack and the Google suite (Slides, Docs, Forms, Sheets, etc)

Desired Skills
● Mapping skills
● Video editing

Benefits
In addition to their annual salary, employees receive access to health, dental, & vision plans; FSA access; a voluntary 401(k) plan; 15 paid days off; 11 paid holidays annually. Open Plans’ Tribeca office is a beautiful space filled by natural light and greenery, with generous snacks, a coffee bar, and refreshments.

How to Apply
Please send a cover letter, resume, work sample and three references to Eric Parker (he/him) at eric@openplans.org. The subject of your email should read “Communications and Graphics Associate Application.” Your work sample should be an original work. For your references, please share their name, phone number, email address and your connection to that person.
About Open Plans
Open Plans uses tactical urbanism, grassroots advocacy, targeted journalism and policy to promote structural reforms within city government that support livable streets, neighborhoods and the city-at-large. The worldwide movement to reclaim public spaces for the public good informs our work, and we believe that human connection, creativity, and climate are strongest when people’s needs take precedence over the storage and movement of vehicles. We are a growing, mission-based organization with experience, enthusiasm, and an eagerness to change New York City and beyond.

We believe that issues of public space, environmental impacts, and street safety disproportionately affect the most marginalized people in society, including people of color, people from working class backgrounds, women, and LGBTQ people. Because we believe that these communities must be centered in the work we do, we strongly encourage applications from people with these identities or who are members of other marginalized communities.