

JOB POSTING

Manager, Communications and Marketing

Reports to: Vice President, Advancement and Membership

Status: Full-time, exempt

Team: Advancement

Salary Range: \$72,000–\$80,000

Overview

The Manager, Communications and Marketing oversees the New York Genealogical and Biographical Society's (NYG&B) day-to-day external communications, including email marketing, the biweekly eNews, website content, and social media.

Specific Responsibilities

- **Email Marketing:** Plan and execute email marketing campaigns to support membership, programs, and fundraising goals.
- **eNews:** Produce and distribute the biweekly eNews, coordinating content from across the organization.
- **Website:** Maintain and update website content, ensuring accuracy and alignment with current programming and campaigns.
- **Social Media:** Manage a modern, engaged presence across Facebook, Instagram, TikTok, YouTube, and LinkedIn — incorporating video and current trends to grow base audience.
- **Measurement:** Track performance across email, eNews, website, and social channels; report results to inform strategy.
- **Cross-Team Collaboration:** Work with the Programs Manager and Grants Contractor to source content from events, programs, and existing video assets.
- **Strategic Plan Alignment:** Execute communications tasks tied to the four strategic plans (Digitize New York, New Netherland Settlers, Scholar in Residence, Advancement) as directed by the Vice President, Advancement and Membership.

Qualifications

- 2–4 years of marketing/communications experience, nonprofit preferred
- Proficiency with email marketing platforms and social media management/scheduling tools
- Hands-on experience creating and posting video and visual content (short-form video for TikTok/Instagram Reels/YouTube Shorts, graphics, photo editing) — not just scheduling, but producing the content itself

- Demonstrated social media engagement skills — responding to comments/messages, building community, identifying trends, and adapting content to platform-specific audiences
- Strong writing skills; comfort with basic website CMS editing
- Basic video editing software proficiency (e.g., CapCut, Adobe Premiere/Rush, Canva Video)
- Interest in genealogy, history, or archives helpful but not required

Please email a resume, cover letter, and writing sample to adminaccounts@nygbs.org to apply. Applications without all three will not be considered. This is a full-time, New York City based role that requires a New York address.

The NYG&B welcomes applications from people of all cultures, backgrounds, and experiences, and we value having a diverse team. Opportunities are based upon individual capabilities and qualifications without regard to race, gender, religion, sexual orientation, age, national origin, disability, veteran status, or any other protected characteristic as established under law.

INTERNAL JOB DESCRIPTION

Manager, Communications and Marketing

Team: Advancement

Reports to: Vice President, Advancement and Membership

Strategic Responsibility

Owns the day-to-day execution of NYG&B's external communications and marketing — email, eNews, website, and social media — in support of the organization's membership, programs, and Advancement goals.

Specific Remits

- Email marketing and biweekly eNews production
- Website content maintenance
- Social media management, content creation, and community engagement
- Channel performance measurement and reporting

Specific Responsibilities

- Plan and execute email marketing campaigns to support membership, programs, and fundraising goals.
- Produce and distribute the biweekly eNews, coordinating content from across the organization.
- Maintain and update website content, ensuring accuracy and alignment with current programming and campaigns.
- Manage a modern, engaged social media presence across Facebook, Instagram, TikTok, YouTube, and LinkedIn, incorporating video and current trends to grow base audience.
- Track performance across email, eNews, website, and social channels; report results to inform strategy.
- Collaborate with the Manager, Programs and Events; Manager, Grants and Special Projects; and other NYG&B team members to source content from events, programs, and existing video assets.
- Execute communications tasks tied to the NYG&B's strategic plans (Digitize New York, New Netherland Settlers, Scholar in Residence, Advancement) as directed by the Vice President, Advancement and Membership.
- Supervise assigned interns and volunteers as applicable.
- Delivers presentations on behalf of the NYG&B as needed.