



## JOB ANNOUNCEMENT

### **Communications and Programming Coordinator**

Pauli Murray Center for History and Social Justice

#### **ABOUT THE PAULI MURRAY CENTER:**

The Pauli Murray Center for History and Social Justice (PMC) engages diverse communities to lift up the life and legacy of activist, legal scholar, feminist, poet, Episcopal priest and LGBTQ community member, Rev. Dr. Pauli Murray, in order to tackle enduring inequities and injustice in our nation.

The Center began as the Pauli Murray Project: a public humanities, community-based initiative of the Duke Human Rights Center at the John Hope Franklin Humanities Institute aimed at promoting open dialogue among Durham residents about the pressing issues of our time and their historical roots; documenting hidden stories of social justice activism; celebrating Pauli Murray's life and legacy and continuing their work for social change. Now an independent nonprofit organization that operates a National Historic Landmark site, the Center connects experiences of the past to contemporary human rights issues, inspiring visitors of all ages to be like Pauli, by standing up, speaking out and taking action based on their principles.

The Center is open and welcoming to everyone: students, families, visitors to Durham, people of faith, aspiring young LGBTQ activists, civil rights lawyers, divinity school students, artists and poets, history-minded West End neighbors, scholars and community leaders. Its programming encompasses public history, education, arts, and activism. The Center is well positioned to advance its long-term vision of working collaboratively to move to its next phase as an organization—creating a Center as an historic site, incubator, oasis and sacred space.

#### **THE OPPORTUNITY:**

The Communications and Programming Coordinator (CPC) will work under the guidance of the Director of Education and Outreach, and in alignment with the vision of PMC Executive Leadership. The CPC will work (1) to conceptualize, plan, and implement programs and (2) to shape and implement strategic communications for diverse public audiences. The CPC will leverage their experience and ideas to activate and amplify the Center as it navigates a growing team and a transition to a visitor-ready cultural site.

The ideal candidate will value social justice and community engagement; possess strong executive functioning skills; and be internally motivated, creative, and strategic.

## **GENERAL RESPONSIBILITIES:**

The Communications and Programming Coordinator will be accountable for the Pauli Murray Center's external communications and public programs.

### Communications

This includes shaping and implementing strategic digital communications via social media and digital newsletters; managing the PMC website; amplifying the center via traditional media; and promoting organizational programs and events. Communications work may be supported by student workers and interns, which the CPC will supervise in partnership with the Director of Education and Outreach.

### Programming

This includes conceptualizing, planning, and implementing small-, mid-, and large-scale public, in-person programs and virtual programs, in collaboration with designated Center staff and community partners. Examples include: Pauli Murray Center Virtual Book Club (small-scale); St. Titus Saint Day Celebration (mid-scale); and Pauli Murray Pilgrimage and Pauli Murray Birthday Celebration (large-scale). Programming work may be supported by student workers and interns, which the CPC will supervise in partnership with the Director of Education and Outreach.

## **ESSENTIAL DUTIES:**

### Communications (50%)

- Shape and execute communications strategies to amplify the PMC across diverse public audiences on digital platforms (Instagram, Twitter, Facebook, LinkedIn, website) and via traditional media (television, newspaper, radio).
- Develop and implement marketing strategies to promote PMC programs on digital platforms and via traditional media.
- Regularly share digital content and news related to Rev. Dr. Pauli Murray, the PMC, and that uplifts the PMC's values.
- Maintain and update the Center's website (Squarespace platform).
- Write monthly and special occasion digital newsletters.
- Serve as the PMC's point of contact for press and media inquiries.
- Manage relationships with media organizations, including: maintaining up-to-date media contact lists and crafting and disseminating press releases, media alerts, and story pitches.
- Review, analyze, and report social media analytics and media hits.
- Collaborate with Executive Leadership to support the development of strategic resources (ex: communications strategy, style guide, etc.)

### Programming + Public Engagement (40%)

- Conceptualize, plan, implement, and promote small-, mid-, and large-scale public, in-person programs and virtual programs in alignment with the PMC Compass Programming Plan.
- Establish new, and maintain existing, relationships with community partners via collaborative programs, presentations, and events.
- Coordinate and lead site visits, walking tours, speaking engagements, and presentations.
- Develop and maintain evaluation tool for public programs.

### Administration (5%)

- Collaborate with team to develop organizational collateral (ex: tote bags, informational pamphlets, pop-up banners).

- Assist Director of Education and Outreach in managing, organizing, and responding to public requests for site visits, tours, speaking engagements, and presentations.
- Manage interns and student workers in collaboration with Director of Education and Outreach.
- Collaborate with Executive Assistant to track program attendance and coordinate volunteers.
- Establish, update, and maintain standard operating procedures and internal workflows related to communications and programming.
- Lead weekly programming meetings.
- Attend bi-weekly team meetings, weekly meetings with supervisor, and other meetings as designated.

#### Fundraising + Development (5%)

- Support fundraising campaigns by creating social content, designing newsletters, and contributing to the design of print and mailing materials.
- Assist Development Director in crafting messages for fundraising campaigns and initiatives.

And other duties as assigned.

#### **ESSENTIAL REQUIREMENTS:**

- Alignment with the mission and values of the Pauli Murray Center.
- Ability to create and hold space for the multiple identities held by Rev. Dr. Pauli Murray.
- Bachelor's degree in a relevant field of study and one year of experience planning and implementing communications and community programs.
- Experience with Canva and Squarespace (or similar platforms).
- Experience with Microsoft Office, Google Suite, and other software systems.
- Strong writing, editing, and verbal communication skills.
- Must be self-directed and have the capacity to work collaboratively and independently.

#### Management Preferences:

- Bachelor's degree in a relevant field of study and two years of experience planning and implementing communications and community programs.
- Demonstrated ability to communicate and connect with a range of audiences, including those groups who have been historically marginalized.
- Strong interpersonal skills.
- Experience with Adobe Creative Suite, Squarespace, Constant Contact, and Asana (or similar platforms).
- Experience training and managing student workers and/or interns.

Relevant fields of study may include, but are not limited to:

Communications; marketing; digital marketing; public relations; journalism; social media management; public history; museum studies; digital humanities; arts administration; cultural resources management; parks, recreation, and tourism management; project management; public administration; social work; social justice studies; women's and gender studies; American studies

**SCHEDULE:**

- Full-Time, 40 hours/week
- Hybrid work (In-person PMC offices at Franklin Humanities Institute (Smith Warehouse) in Durham, NC and remotely)
- Some weekends and evenings required
- Reports to: Director of Education and Outreach

**SALARY & BENEFITS:**

- Hiring Range: \$45,000-\$47,000
- Health and retirement stipends provided
- Paid time off, sick leave, and family leave offered
- Professional development stipend provided

**PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Close vision is required.
- Employee is regularly required to: talk and hear; use hands to finger, handle or feel; and reach with hands and arms.
- Employee is frequently required to type and use a keyboard.
- The employee must occasionally lift and/or move up to 20 to 50 pounds.
- Employee will occasionally be required to navigate uneven terrain and withstand various weather elements.

**TO APPLY:**

Please send a cover letter, resume, and three references to [info@paulimurraycenter.org](mailto:info@paulimurraycenter.org) with **Communications and Programming Coordinator** in the subject line. **Application deadline is Friday, March 1, 2024.**

This position description is intended to describe the duties most frequently performed by an individual in this position. It is not intended to be a complete list of assigned duties but to describe a position level.

Furthermore, the essential functions are listed above, and reasonable accommodations will be made to meet the requirements of the American with Disabilities Act.