

NEW YORK TRANSIT MUSEUM

POSTING DATE: November 14, 2022
JOB TITLE: Access Programs Outreach Assistant
COMPENSATION: \$25/hour (1099 – contractor approx.)
DURATION: up to 12 months
HOURS OF WORK: As needed –averaging to approximately 15 hours per month. Schedule is flexible, with some availability required during normal business hours.

ABOUT THE NEW YORK TRANSIT MUSEUM:

Founded in 1976, the New York Transit Museum is dedicated to telling and preserving the stories of mass transportation – extraordinary engineering feats, workers who labored in the tunnels over 100 years ago, communities that were drastically transformed, and the ever-evolving technology, design, and ridership of a system that runs 24 hours a day, every day of the year. The New York Transit Museum explores the development of the greater New York metropolitan region through the presentation of exhibitions, tours, educational programs, and workshops dealing with the cultural, social, and technological history of public transportation. Since its inception over 45 years ago, the Museum, housed in an historic 1936 subway station in Downtown Brooklyn, has grown in scope and popularity. The museum also maintains a gallery annex at Grand Central Terminal, an archive, and an off-site 14,000 square foot collections storage facility. As custodian and interpreter of the region's extensive public transportation networks, the Museum strives to share, through its public programs, this rich and vibrant history with local, regional, and international audiences.

POSITION:

The Access Programs Outreach Assistant is a contractual position working alongside the Special Education and Access Manager to help promote the Transit Museum's Access programs with a focus on the Subway Sleuths afterschool program for Elementary students and the week-long Transit Quest program for High School students. The incumbent will serve as an enthusiastic ambassador for Access programs at the Museum. This work will include researching outlets for Access programs promotion and creating outreach lists; creating written promotional text for emails, newsletters, and social media; developing a template and promotional kit for the Museum's Access programs to share externally; and reaching out to individuals and organizations to share information and promote the Museum's Access offerings through email, phone, video call, and occasionally in person. The majority of this work will be conducted remotely. There will be an initial onboarding period of several days onsite, as well as occasional in-person meetings, so it will be necessary to travel within the five boroughs on occasion.

RESPONSIBILITIES:

- Become familiar with the Subway Sleuths program, in order to conduct outreach, through observations on select Thursday afternoons (2 to 3 days at the start of this work) and by reviewing provided materials on an ongoing basis.
- Research new opportunities for advertising and marketing the Museum's Access programs through a variety of outlets, including but not limited to: social media, press outlets, newsletters, non-profit organizations, schools, and other educational organizations.
- Collaborate with the Museum's social media and marketing team on joint outreach efforts.

- Develop a network of contacts and outlets for promoting Subway Sleuths and other Access programs.
- Schedule and help coordinate meetings and presentations about the Museum's Access programs for Museum staff.
- Create a digital, image-driven promotional kit for the Subway Sleuths program.
- Analyze and update contact lists used to promote the Museum's Access programs.
- Create social media content for the Museum's Access Programs.
- Attend meetings and trainings as needed, both virtual and in person at the Museum as needed.
- Support the Museum's DEAI initiatives through ongoing trainings and work.

DESIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Demonstrated experience conducting outreach for an arts, educational, or similar non-profit organization.
- Established success in developing a social media strategy to build audiences with a proven track record of growth and engagement.
- Thorough understanding of email marketing strategies and paid social media advertisements such as Facebook Ads.
- Demonstrated superb interpersonal and communication skills, both verbal and written.
- Professional working proficiency of Spanish preferred.
- A strong aesthetic sensibility combined with knowledge of accessible design.
- Experience working with or knowledge of the autism community.
- Experience conducting outreach to a variety of groups and organizations
- Attention to detail.
- Some knowledge of the New York City school system, including special education.
- Proficiency in spreadsheet software and in graphic design software.
- Ability to work remotely with personal equipment and attend virtual video meetings.
- Ability to occasionally travel to meetings within the five boroughs of New York City if needed.
- A general curiosity about Museum content and interest in sharing it with new audiences.
- Enthusiasm, flexibility, and ability to work in a team-oriented environment.
- A four-year degree in marketing, communications, arts administration, or the equivalent combination of education and experience.

The Access Programs Outreach Assistant position is contracted by the Museum's non-profit affiliate, Friends of the New York Transit Museum.

Friends of the New York Transit Museum is fully committed to equal employment opportunity for all employees and applicants for employment without regard to race, color, religion, creed, national origin, ancestry, sex, sexual orientation, age, disability, predisposing genetic characteristic, gender identity and expression, pregnancy, veteran or military status, marital/familial/partnership/caregiver status, status as a victim of domestic violence or stalking and/or sex offenses, or any legally protected basis. Friends of the Museum welcomes and encourages qualified candidates from all backgrounds to apply.

APPLICATION:

Please email Sara Thomson at access@nytransitmuseum.org with a resume and cover letter detailing your interest in the position. Due to high volume of applicants only those who qualify for an interview will be contacted.

COVID-19 VACCINE REQUIREMENT:

In accordance with NYC law and in order to protect our employees and continue to provide safe and reliable service to our communities, we are requiring all new hires to be fully vaccinated against COVID-19 prior to their start date. We will consider exceptions for religious and medical reasons, where appropriate. "Fully vaccinated" means you must have both doses of a 2-dose vaccine and two weeks have elapsed since the second dose or have received 1 dose of a 1-dose vaccine and two weeks have elapsed since the dose. Proof of your vaccination status in the form of a CDC vaccine card must be submitted prior to your start date.