



ABOUT City of Asylum Pittsburgh

City of Asylum Pittsburgh builds a just community by protecting and celebrating freedom of creative expression. We provide sanctuary to endangered literary writers and artists, so that they can continue to create and their voices are not silenced.

We offer a broad range of free literary, arts, and humanities programs in a community setting to build social equity through cultural exchange. And by transforming dilapidated properties into homes for our programs, we anchor neighborhood economic development.

City of Asylum was founded in 2004 and is the largest writer sanctuary in the world. Located in Pittsburgh, PA, we are the U.S. headquarters of the International Cities of Refuge Network (ICORN), and do important work locally, nationally, and globally. We present over 150 free arts and humanities programs annually in Pittsburgh. Our international peers now deem us “the model for what a City of Asylum can be...expanding the idea of what is possible.”

Our neighbors credit us with breaking down barriers of race, gender, and class in our community.

Website: www.cityofasylum.org

JOB DESCRIPTION

The Writer is a new position which will build institutional loyalty, increase the diversity of audiences, and grow donations from individuals through effective communications.

The Writer will provide day-to-day oversight and create content across the organization, support the marketing communication and development plans and strategies, reducing the dependency on other staff to generate content. This position will work with others to gather information, seek input to further refine messages, and drive brand consistency across all communications.

The Writer will provide expertise in copywriting and editing. They will project manage review and approval of content, coordinate, and distribute messages through a variety of media channels.

This position will generate a high volume of content. A strong candidate can manage multiple priorities effectively and independently with minimal supervision.

The Writer will work primarily in-person at the City of Asylum office, reports to the Director of Strategic Initiatives, and will work closely with the Director of Programs, Director of Development, and Marketing Manager to improve communication effectiveness and implement changes to processes and workflow based on data and metrics.

RESPONSIBILITIES

The Writer is responsible for all marketing, development, and program-related communications. Under the direction of the Director of Strategic Initiatives, in collaboration with other staff, the Writer will draft copy in support of marketing communications (over 150 programs per year), development, and institutional messages to diversify program audiences and increase fundraising effectiveness.

- Collaborate with staff (programs, development, and marketing) to assess project needs;
- Write, edit, and refine copy to connect with audiences and support segmentation strategies. Utilize templates to deliver effective messaging through a variety of media including program marketing e-blasts, website copy, social media, video, organizational histories, brochures, newsletter content, and annual reports;
- Personalize communications based on individual preferences;
- Develop and implement brand guidelines. Drive brand consistency across all company communications; and
- Provide occasional editing support to other team members on related materials to ensure high editorial standards are met across all content outputs.

The job will be approximately 70% copywriting, 20% deliver messages through a variety of media; and 10% editing, proofreading and other projects as assigned.

QUALIFICATIONS

- Bachelor's degree in English, Journalism, Marketing, or Communications (or additional job-specific experience) required.
- 3+ years of professional writing experience. Fundraising/development writing experience is a plus.
- Excellent writing, editing, and proofreading skills are required, with a diligent eye for detail, language, flow, and grammar. Strong attention to detail. Proven ability to demonstrate brand voice. Excellent portfolio of writing samples.
- Strong creative thinking skills and ability to think conceptually.
- Excellent interpersonal skills. Proven ability to meet deadlines and collaborate across various functions.
- Strong project management skills and the ability to manage multiple deadlines.
- Experience with MailChimp, WordPress, and Survey Monkey is valued.
- Able to work independently with little direction under tight deadlines. Self-motivated with an optimistic, can-do approach to problem solving.

- Able to establish communication objectives, write copy, seek feedback, manage deadlines, test and implement distribution of segmented message across various media based on individual preference.

COMPENSATION/BENEFITS

This is a full time, exempt salaried position, working in-person at our office. This position is an individual contributor and does not have supervisory responsibilities.

- Annual salary range, based on qualifications: \$38,000 - \$42,000
- Healthcare (up to \$3,000 annual reimbursement)
- Paid Time Off
- Paid Medical & Family Leave
- Retirement plan with company matching
- Potential to work remotely one day/week

NON-DISCRIMINATION POLICY

City of Asylum Pittsburgh is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. It is our policy to be fair and equitable in our relations with our employees and applicants. Recruitment, hiring, placements, transfers and promotions, selection for training opportunities, wage and salary administration, decisions regarding separation from employment, layoffs, returns from layoffs, family care leave, social and recreational programs, and the application of all benefits and policies are based on individual qualifications for the positions being filled, and are also to be administered regardless of race, color, religion, ancestry, national origin, age (40 or older), sex, sexual orientation, gender, gender identity, marital status, political affiliation, veterans' status, disabilities (physical and mental), medical condition (including cancer and HIV status), and any other characteristic protected by law.

City of Asylum is committed to results-oriented management aimed at achieving equal employment opportunity and shall apply good faith efforts to seek out, employ, train, and promote women and minority group members. If, because of a disability, you need accommodations in completing this application or to participate in an interview, please contact us at info@cityofasylum.org or call 412-435-1110.

HOW TO APPLY

Please send a cover letter, resume, and writing samples to jobs@cityofasylum.org with "Writer" in the subject line.

City of Asylum

40 W. North Avenue

Pittsburgh, PA 15212

Email: jobst@cityofasylumpittsburgh.org

Website: www.cityofasylum.org