

Edible Schoolyard NYC
Director of Public Affairs
Full-time, Exempt
Salary: \$75,000-\$80,000

Location: Midtown

ABOUT THE ORGANIZATION

Edible Schoolyard NYC (ESYNYC) believes that all New York City students deserve access to an edible education — hands-on gardening and cooking classes as well as family and community engagement activities - that connect students to food, their communities and inspire them to create change in the world around them. We do this by partnering with NYC public schools to lead classes with their students and school community; supporting educators to implement food education in their classrooms; and advocating for long-term, sustainable changes for a better future for New York City. In the 2021-22 school year, we served 3,500 NYC public school students at our direct service sites in Brooklyn, Upper Manhattan, and the Bronx and over 200 educators through professional development, who in turn reached thousands more students.

If you are passionate about food and making a difference, this is the place for you. While edible education is our core focus, we connect to the food world in many different ways. We work with top chefs and restaurants on partnerships which support our work, and collaborate with diverse brands to increase awareness of our mission. Many of our staff are passionate foodies and cooks, and we enjoy swapping recipes and food whenever possible. As an organization, we are guided by core values of Community, Equity, Stewardship, and Adaptability.

ABOUT THE POSITION

The Director of Public Affairs is a new position of ESYNYC's external affairs team and will lead our advocacy, public policy and strategic communications work, which are important pillars of our organizational strategic plan. The ideal candidate will be a strategic thinker, exceptional communicator and relationship-builder, and collaborative leader. They will lead the development of and hands-on implementation of advocacy and communications plans, stakeholder engagement initiatives, awareness-building and policy-driving campaigns, communications initiatives, and increasing the visibility and positioning of the organization. The position is also responsible for implementation and execution. Note: this is not currently a supervisor position.

This position will report to the VP, Development and External Affairs and work closely with team members across the organization (including the Executive Director, external affairs and program teams and senior leadership), and external stakeholders to amplify our storytelling and work

towards meaningful policy change that promotes food education for every child in New York City.

Roles and responsibilities include:

Overarching

- Develop and implement a comprehensive public affairs strategy and associated annual operating plans that broaden ESYNYC's reach and impact, are aligned to the goals of the organization's strategic direction and priorities, and in collaboration with the Executive Director, VP of Development & External Affairs, and other key internal and external stakeholders
- Help to grow ESYNYC's base of support (including general public, legislative, and financial support)
- Cultivate strategic partnerships to broaden policy, communications, and organizational impact
- Establish and track Key Performance Indicators (KPIs), and use to inform annual planning
- Develop and lead other advocacy and communications initiatives to support our strategic plan priorities and goals (such as sign-ons, hearings, rallies, advocacy days, video projects)
- Work closely with the program team to identify school community champions, stories to tell, as well as local efforts to support
- Serve as an ESYNYC spokesperson and represent ESYNYC in coalitions, at events and other advocacy/government engagements
- Cultivate and activate internal and external champions/spokespeople who can help amplify our message and build public support for food education, including leading a committee of external champions and in collaboration with senior leadership
- Participate in organizational initiatives and meetings (such as all-staff retreats/meetings, internal committees)

Advocacy & Government Relations

- Establish ESYNYC's policy agenda and lead government affairs strategy to identify policy and funding opportunities across city, state, and federal
- Identify public policy and media issues that can be leveraged to support ESYNYC's work, and create and implement plans to do so
- Develop, write and publish organizational points of view on key issues, in collaboration with senior leadership
- Plan and implement awareness-building and policy-driving campaigns (~2 annually) that rally current stakeholders and bring on new supporters
- Work closely with the program team to align broader policy work with on-site programming where appropriate

Communications & Marketing

- Refine ESYNYC's key messages and create tools to ensure organizational consistency and alignment to organizational values
- Ensure ESYNYC communications strategies and messaging reflect our commitment to becoming an anti-racist organization
- Cultivate media opportunities and relationships with strategic media outlets, and field inquiries
- Identify media issues that can be leveraged to support ESYNYC's work, and create and implement plans to do so
- Lead digital strategy and implementation (including writing and posting) for website, social media, and email
- Lead the development of marketing and collateral materials
- Develop or collaborate on briefings, talking points, and other tools for senior leadership to ensure consistent and aligned messaging
- Support communications strategy for fundraising events as needed

QUALIFICATIONS

The ideal candidate will have:

- Strong alignment to ESYNYC's mission, vision, and core values
- 8+ years of relevant experience in public affairs, policy, government affairs, organizing, strategic communications, public relations or related fields (ideally with experiences across multiple fields)
- Demonstrated commitment to diversity, equity, and inclusion and experience with anti-racist frameworks, terminology, and messaging
- Ability to lead both strategy development and tactical implementation
- Track record of positioning an organization to achieve tangible results
- Ability to rally diverse constituents and stakeholders around a cause or initiative
- Ability to manage complex projects and work in cross-functional teams
- Exceptional written and oral communication skills
- Results-oriented, entrepreneurial, and adaptive
- Some evening and weekend work may be required. (Note: ESYNYC has a comp time policy.)
- Ability to travel across the city, and possibly state, for meetings and events.

COMPENSATION

The salary range for this role is \$75,000-\$80,000 annual with generous benefits. This is a full-time, exempt position.

To Apply:

To apply, please send a resume and cover letter to jobs@esy NYC.org with your name and Director, Public Affairs in the subject line.

Edible Schoolyard NYC is committed to a diverse workplace. People of color, racial and ethnic minorities, women, people with disabilities, veterans, and LGBTQ+ candidates

are strongly encouraged to apply. Edible Schoolyard is an equal opportunity employer committed to a policy of equal treatment and opportunity in every aspect of its recruitment and hiring process without regard to age, race, ethnicity, color, national origin, religion, disability, veteran status, gender and/or gender identity or expression, sexual orientation, unemployment status, or any other legally protected basis. Edible Schoolyard NYC provides reasonable accommodation to applicants and employees as required by law. Applicants with disabilities may request reasonable accommodation at any point in the employment process.