

POETS & WRITERS, INC.
ONLINE COMMUNITY COORDINATOR

The Online Community Coordinator is an integral part of the team responsible for developing and maintaining Poets & Writers' website (pw.org), which attracts more than 1.5 million unique visitors per year and is the creative writer's primary online source for information and advice.

Responsibilities include engaging members of Poets & Writers Groups, our online collaboration and peer-to-peer networking platform, to create a dynamic and supportive virtual writing community; maintaining the Poets & Writers Directory; creating weekly content for our popular series of writing prompts; and more.

The ideal candidate is a writer with extensive experience working with groups (as a student, a member or leader of a writers group, or a facilitator/teacher) who is eager to help build a supportive and positive writing community that embodies P&W's values of service, integrity, inclusivity, and excellence, and our commitment to antiracism. Must be service-oriented and comfortable working with writers in an online environment. This is a full-time position in our New York City office. We offer a hybrid work environment, with the opportunity to work from home several days per week; must be available to work in the office two days per week and additionally as required. Annual salary: \$50,000, plus benefits including fully paid medical insurance and generous paid time off. Reports to the Digital Director.

Responsibilities include:

- Administrating Poets & Writers Groups, including:
 - Building an engaged online writing community:
 - Create and facilitate ways for members to interact and build community, which may include but is not limited to hosting weekly "office hours" to share best practices for running different types of groups, facilitating a group for group leaders to learn from one another, holding a monthly "mixer" for new members and new groups to connect with one another, leading a group related to The Time Is Now writing prompts, etc.
 - Develop materials (videos, PDF tip sheets, etc.) to help members create, manage, and participate in a variety of writers groups.
 - Implement communication plan, to be created by the Digital Director, to help members and prospective members take full advantage of the platform; this may include a series of welcome messages, a regular newsletter, or other means of communication with members.
 - Promptly answer questions and resolve problems for members, providing exceptional customer service.
 - Provide moderation to ensure that Groups is a safe, welcoming online environment for all writers:

- With the Digital Director and others, develop P&W Community Standards.
 - Clearly communicate those standards to all members.
 - Troubleshoot, address, and help solve problems that arise.
 - Help attract writers to join Groups, to meet or exceed annual membership goals:
 - Contribute to the development of marketing campaigns (including social media, via P&W channels, and external marketing).
 - Reach out to other literary organizations and institutions to explore collaborations and cross-promotions that will build membership.
 - Assist in tracking relevant metrics (members, groups, engagement, revenue, etc.) to monitor the health of the platform.
 - Assist with periodic surveys to gather feedback as to members' satisfaction, ideas for improvement, etc.
- Administering the Poets & Writers Directory and maintaining the integrity of its 10,000+ listings of contemporary authors; screening and approving/rejecting applications of new listings, screening and approving/rejecting requests for publishers.
- Maintaining the Literary Events Calendar and increasing engagement and visibility.
- Producing The Time Is Now writing prompts, both print and online, and its corresponding e-newsletter, and promoting content on social media.
- Ensuring that new content is engaging and current, and adheres to editorial standards and house style.
- Answering written, phone, and e-mail queries from writers, providing accurate information, technical support, and outstanding, courteous service.
- Learning, adapting to, and providing feedback on online features, tools, resources, and databases, and providing input on website enhancements/improvements.
- Collaborating with editorial and marketing staff to execute strategies to build engagement on pw.org and social media platforms.

Qualifications and Experience:

- Familiarity with literary community, nonprofits, and marketplace.
- Keen cultural competency.
- Excellent writing, research, and communication skills.
- Web savvy; strong experience with user engagement.
- Highly organized and outstanding attention to detail.
- At least two years of work experience.
- Experience with basic HTML, Django, newsletters, and social media, a plus.
- Upholds P&W's values—service, integrity, inclusivity, and excellence—and shares our commitment to antiracism and to creating an online writing community that is diverse, welcoming, and supportive of all writers including BIPOC, LGBTQ+, and disabled writers.

To Apply:

Please send résumé and cover letter via e-mail (“Online Community Coordinator” in the subject line) to: Jessica Kashiwabara, Digital Director, jkashiwabara@pw.org. Attachments must be .doc or .pdf; other file types will not be opened. No calls, please.

Poets & Writers is an Equal Opportunity Employer, committed to building a diverse and inclusive staff. Individuals from all backgrounds are encouraged to apply, including veterans and those with disabilities.

About Poets & Writers:

Poets & Writers is the nation’s leading nonprofit serving creative writers. Our mission is to foster the professional development of poets and writers, to promote communication throughout the literary community, and to help create an environment in which literature can be appreciated by the widest possible public.

We advance this mission through our flagship publication, *Poets & Writers Magazine*; pw.org, a website that provides trustworthy advice, information, and a lively online community for writers; the Readings & Workshops Program, which pays writers fees for giving readings and leading workshops throughout New York and California, as well as in eight cities outside those states; and unique professional development opportunities, including Get the Word Out, a publicity incubator for emerging writers. We offer two significant awards: the Maureen Egen Writers Exchange Award and the Jackson Poetry Prize.

Our work is guided by our core values: service, inclusivity, integrity, and excellence, and our commitment to becoming an antiracist organization. Learn more at pw.org.

as of August 31, 2023