



Community Project Coordinator

Public Sentiment

New York, NY

www.publicsentiment.org

(This is a part-time (20 hours/week) temporary, contract position.)

Send Nominations or Cover Letter and Resume to:

Mike Lenihan, Founder and CEO

978-387-7072

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The Opportunity:

[Public Sentiment](http://www.publicsentiment.org) bridges the knowledge and resource gap between local governments, businesses, and communities through smart data, community engagement, and policy design to help create real solutions grounded in people's lives.

We are excited to add the new role of Brownsville Community Coordinator to our team. The Brownsville Community Coordinator is responsible for coordinating with and supporting the team of dedicated Community Engagement Officers (CEOs) and Steering Committee members of our flagship Brownsville Sentiment project in Brooklyn, NY.

Launched as part of NYC's response to the COVID-19 pandemic, Brownsville Sentiment is helping create greater social, financial, and health equity in the community – working with local leaders, City government, and businesses and organizations to help strengthen and scale effective solutions designed by, with, and for Brownsville residents.

Working with CEOs such as [Malene Brissett](#), Founder and Chair, Women's Access to Empowerment, Inc. and Board Member of Public Sentiment, the Community Coordinator will help plan, facilitate, and run community outreach efforts with the goal of encouraging overall project participation and growth. The Community Coordinator will also provide feedback, guidance, and learnings to the Public Sentiment team to help further develop and refine the organization's engagement model. Approximately 70% of the Coordinator's time will be working directly with the Brownsville Sentiment CEOs and Steering Committee, and 30% of time working with the Public Sentiment team.



Malene Brissett: What Brownsville Sentiment Means to Her
[Click to watch the Video.](#)

This is an extraordinary opportunity for a motivated, passionate grassroots activist with strong organizational, communications, and relationship skills to partner in building programs and bringing forward a new community engagement model to drive more equitable solutions in Brooklyn. The Coordinator will have significant facet-time with the organization's leadership, research partners, Board members, and potentially funders. Skills development and continued learning are important aspects of the role, and the Coordinator will work with leadership to develop and execute a professional development plan that furthers both the project and the Coordinator's impact.

Public Sentiment:

[Public Sentiment](#) helps decision makers in government, business, and communities solve local problems using genuine community engagement run through community networks and powerful digital tools. We believe that when we have safe and trusted opportunities for dialogue, we can better understand ourselves, our relationship to others, and our place in the world. We are committed to creating community cohesion, equitable development, and responsive government in cities across the United States and around the world.

Brownsville Sentiment Project:

Brownsville, Brooklyn (NY) is a vibrant community in eastern Brooklyn, made up of 112,000 residents, and over 200 community-based organizations like Brownsville Community Culinary Center, United for Brownsville, God Squad, and Brooklyn Community Justice Center (CCI). The neighborhood is home to the iconic Brooklyn Public Library on Stone Avenue (one of the city's last Carnegie Libraries built in Brooklyn), three parks, including the New York City landmark,

Betsy Head Play Center, and the famed “Soul in the Hole” street basketball court located in the Brownsville Houses.



During the COVID-19 pandemic, the community endured more than its share of loss and economic hardship. Infection rates among residents were twice that of the City’s average (41%), and there are ongoing debates over the vaccine’s safety and efficacy.

In the ongoing initiative, [Brownsville Sentiment Equity Project](#), Public Sentiment has brought together a 21-member team of Brownsville community leaders, community organizers, and brain and behavior researchers working to develop solutions that benefit the Brownsville community.

Since launching, the Brownsville Sentiment team has:

- Engaged nearly 1,000 people in the Brownsville Sentiment Survey (including both participants, and “Sign-Ups” for ongoing surveys)
- Distributed over \$8,500 in compensation to Brownsville Residents (non-project members) for their active participation in community-led initiatives
- Involved and sustained City government officials’ support from critical agencies, including NYCHA, NYC’s Economic Development Corporation, and the Mayor’s Office for Economic Development Service Design Studio to participate in facilitated Solutions Workshops
- Delivered 25 new printers, valued at over \$8,000, to Brownsville-based CBOs during the 2020 lockdown to facilitate remote work for essential service delivery and care-providers, including pre-k programs, food pantries, addiction support groups, and faith-based organizations. This initiative was run after initial feedback from the community showed a serious need for remote-work technologies.
- Conducted two COVID-19 Vaccine Town Halls, one catering to the Brownsville and Brooklyn community, and another to the Bronx. Town Halls featured members of Councilwoman Ampry-Samuel’s office, the CDC Foundation, and Brookdale Hospital, and the BronxHealth network. As a testament to the grassroots network built by the CEO’s, a similar town hall hosted by NYC Council the week preceding ours had 6 attendees; our Brownsville Sentiment town hall hosted 60 attendees, ten times as many.
- Run Brownsville Sentiment skills development workshop on measurement, survey design, and statistics to help develop and keep new skills within the Community’s

workforce. Planning is underway for additional workshops on grassroots organizing techniques and strategies.

- Built a suite of digital tools for data collection and analysis using a combination of proprietary and open-source platforms including: Qualtrics (survey), MindHive (data dashboard), Hubspot (Community Relationship Manager), and Google Drive (project management). We are also developing and documenting templates and processes in a CEO Handbook to help scale Brownsville Sentiment and other projects.

Public Sentiment Leadership:

Mike Lenihan is Founder & CEO of Public Sentiment. Mike's mission is building trust between people. Through Public Sentiment, he is helping marginalized people be heard, and helping people on opposing sides of big issues better understand one another.

Mike has lived life on both sides of a big issue himself – he came out in the middle of the U.S. marriage equality battle. It took Mike thirty years to find his voice and to use it. This formative experience shapes Mike's work bridging social divides and correcting misperceptions to reduce destructive conflict.



Before wearing an entrepreneur hat, Mike worked at the Clinton Global Initiative helping organizations around the world scale impact and share learnings and narrative-changing stories. He also worked for the policy think tank European Stability Initiative in Berlin and Istanbul, and for Hattaway Communications, doing research and message development for progressive organizations like The Ford Foundation, Knight Foundation, CARE USA, and Harvard School of Public Health.

He holds a Bachelor's in Public Policy and Law, and a Master's in International Affairs, specializing in international conflict resolution.

The Role:

The Brownsville Community Coordinator is a part-time (20 hours/week) temporary, contract position with a two-month trial period, based in Brooklyn, NY. It will be a hybrid/remote work role, as COVID safety protocols allow, requiring in-person meetings in Brownsville (to be confirmed).

Responsibilities

- Support and train Brownsville Sentiment CEOs on community participation efforts through weekly meetings and quarterly Skills Development Workshops (on topics like Organizing Best Practices, strategic communications, and policy translation).
- Support community project engagement through neighborhood surveys, outreach activities, and dialogue with community leaders, city officials, and strategic partners.
- Oversee project work plan through weekly check-ins with Public Sentiment leadership.
- Track program activities and outputs aligning with project goals, and helping develop key metrics to evaluate success and impact
- Support data collection activities and coordinate data entry and cleaning.
- Provide feedback and strategic recommendations to the Public Sentiment team to improve the Public Sentiment engagement model.
- Serve as an active member of the organization by providing leadership for overall organizational projects and needs.
- Additional administrative or project management activities as required, including project budget administration, in coordination with organization's bookkeeper
- Coordinator will work closely with Public Sentiment leadership and current Brownsville Sentiment project manager to onboard and become acquainted with CEOs and Steering Committee members
- 2-month trial period will be evaluated on Coordinator's ability and comfort completing responsibilities and on their fit with the Brownsville Sentiment project culture
- Some weekends and evenings required (expect 1 weekend activity every 1-2 months, and 2 evening call per week)

Skills & Knowledge

- Knowledge of community organizing best practices
- Project management
- Strong organizational and leadership skills
- Excellent communication
- Experience leading virtual meetings, trainings, and other engagement activities.
- Proficiency in Google Workspace, CRM (HubSpot) and video conferencing (Zoom, Skype, etc.), desirable but not required
- Passion for community engagement and responsive local government
- Must have access to a computer, reliable access to the internet, and a phone
- Spanish language proficiency is desirable but not required.

Experience

- At least 3-5 years of community organizing, movement building and/or political campaign experience.

- Prior experience working in the Brownsville Community, Brooklyn, NY, or New York City strongly preferred

Compensation & Benefits

- \$25/hour, 20 hrs per week
- Flexible work hours
- Skills development and training from world-class institutions (NYU, UC Berkeley) on social psychology, survey design, and data analysis
- Interaction with community leaders, city officials, and state officials as representative of Public Sentiment, with close support from leadership

How to Apply:

Public Sentiment believes societies are strongest and most vibrant when everyone has an opportunity to participate. The organization affirms this belief in its hiring practices.

We actively seek candidates from all backgrounds, and especially those who can draw on experiences from historically underrepresented communities, including: people with physical, biological, or neurological disabilities, LGBTQ+ people, people of color, people from low-income families, or first- or second-generation immigrants or refugees.

When applying, please feel free to include information about your unique and valuable experiences.

To apply or to recommend qualified candidates, please contact:

Mike Lenihan, Founder and CEO
978-387-7072
milenihan@publicsentiment.org