



## Communications Associate Public Sentiment

New York, NY or Remote  
[www.publicsentiment.org](http://www.publicsentiment.org)

*This is a part-time (20 hours/wk) position with monthly stipend available, well-suited for those seeking long-term internships, or seasoned candidates looking for high-value opportunity to contribute to mission-driven work*

Send Nominations or Cover Letter and Resume to:  
Mike Lenihan, Founder and CEO  
[milenihan@publicsentiment.org](mailto:milenihan@publicsentiment.org)

### The Opportunity

[Public Sentiment](http://www.publicsentiment.org) is a nonprofit engagement design firm that uses data and dialogue to create real solutions to local community challenges.

We are excited to add the new role of Communications Associate to our team. The Communications Associate is responsible for supporting and contributing to strategic rebrand initiative underway within the organization, and applying our new brand messages and visuals across all external-facing channels and communications.

While part-time, the Associate will play an outsized role in uplifting and shaping Public Sentiment's messages, as well as exercising creativity and strategic planning to deliver a consistent, unique, and engaging experience for target audiences and stakeholders.

The Associate will have significant facetime with the organization's leadership, advisors from strategic communications firm [Hattaway Communications](http://www.hattawaycommunications.com), visual branding and design partner [Portrait](http://www.portrait.com), research partners at [NYU](http://www.nyu.edu) and UC Berkeley, [Board](http://www.board.com)

[members](#), community leaders, and potentially funders. Skills development and continued learning are important aspects of the role, and the Associate will work with leadership to develop and execute a professional development plan that furthers both the organization's strategic goals and the Associate's impact.

This is an extraordinary opportunity for a motivated, passionate communicator with strong organizational, creative, and relationship skills. We are seeking a partner in building the voice and brand of a growing nonprofit startup, and in mobilizing critical audiences to achieve an urgent mission: building trust and understanding between communities and those who serve them in order to create more social cohesion, equitable development, and responsive government.

**Please note:** *The Associate will be a valued, collaborative partner who can bring expertise and knowledge to the role, and who may stay on longer-term as mutually-agreed. In turn, the Associate can expect to receive an opportunity for expanding and enhancing their own knowledge of nonprofit startups, our application of community engagement to social impact work, and strategies for mobilizing and building stakeholder engagement around mission-driven work.*

## About Public Sentiment

Public Sentiment helps decisionmakers 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.

Currently, we have several ongoing programs and internal initiatives, including our flagship program: Brownsville Sentiment. Brownsville Sentiment is a project to support community relief and recovery efforts around COVID-19 in Brownsville, Brooklyn. We are focused on addressing the pandemic's impact on residents' mental health, wellbeing, and social connection. Data and insights produced through community engagement and research will be shared with local policymakers, decisionmakers, and community-based organizations to improve ongoing recovery strategies, service delivery, and policy design.

The Associate would work with leadership and the Brownsville Sentiment team to drive ongoing communications with Brownsville residents, local partners, and city officials – strengthening engagement by sharing and contextualizing community data, and promoting opportunities for solution co-design. More about Brownsville Sentiment is below.

## About the Role

The Communications Associate supports a variety of functions, including (but not limited to) website management, email marketing, social media, videos, presentations,

preparing board materials, corresponding with vendors, and some administrative support. The Communications Associate will also manage specific projects, where appropriate, and will work with other staff, and external partners and consultants.

## Responsibilities

- Contribute to organizational rebrand initiative underway, offering ideas, considerations, follow-up, and project management support
- Manage day-to-day execution of consistent, quality, and creative communications, ensuring on-track progress towards key project and organizational goals, especially related to audience engagement and mobilization
- Develop strategic communications plan and editorial calendars for newsletter, social media, and website updates
- Aid in development of data and policy briefs for non-technical audiences (policymakers and community residents), working with leadership, researchers
- Draft and copyedit full range of communications content, including but not limited to: E-Newsletters (Hub Spot), social media posts, and website content (case studies, thought leadership articles, etc.)
- Work closely with Graphic Designer to produce and design content (e.g. one-pagers, Data Summary Analyses, presentations, marketing and fundraising material,)
- Customize grant application and marketing material, as needed, for new proposals, under guidance and collaboration from leadership
- Support media and government relations
- Ad hoc administrative support, including maintaining and updating internal Communications department guides, policies, and other documents (e.g., style and branding guides, process documents, etc.).

## Skills & Knowledge

- Knowledge of community organizing best practices and communications strategies
- Ability to differentiate communication based on audience interest and objective
- Creative and strategic thinking to bolster brand recognition and influence
- Ability to grasp cultural context to build strong community connections
- Strong commitment to mission and social justice, democratic practices, and community well-being
- Experience in strategic communications, creative writing, development, or other related fields
- Self-starting and comfortable working in a remote environment, with team working on varied schedules
- Enjoyment of creative uses of communications to achieve impact

## About Brownsville Sentiment

Launched as part of NYC’s response to the COVID-19 pandemic, Brownsville Sentiment helps create greater social, financial, and health equity in the community – working with local leaders, City government, and businesses and organizations to strengthen and scale effective solutions designed by, with, and for Brownsville residents like Community Engagement Officer and Public Sentiment board member, Malene Brissett.



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

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 from Trinity College, and a Master's in International Affairs from Columbia University, specializing in international conflict resolution.

## Timing & Compensation

- Flexible work hours, estimating 20 hours per week; available to start immediately
- Minimum six-month engagement, with potential to extend
- Remote or hybrid work setting (leadership is based in NYC)
- Skills development and training from seasoned professionals in strategic communications, advocacy campaigns, and visual branding and design
- Close collaboration with world-class institutions (NYU, UC Berkeley) on social psychology, survey design, data analysis, and translation of information to broader audiences
- Interaction with community leaders, city officials, and state officials as representative of Public Sentiment, with close support from leadership
- \$500/mo stipend available to applicants applying as part of internship

## 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 send resume and introductory paragraph to:**

Mike Lenihan, Founder and CEO  
[milenihan@publicsentiment.org](mailto:milenihan@publicsentiment.org)