

Wednesday, October 22, 2025

Marketing Specialist

Company: STooPS Art & Community
Location: Brooklyn, NY
Compensation: \$1200/month

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Started as a response to the gentrification of BedStuy, Brooklyn, STooPS Art & Community was birthed in 2013 by Founder/Director, Kendra J. Ross with the vision to make art accessible while valuing creators and honoring the local. STooPS creates opportunities for community building through workshops and showcasing interactive, multidisciplinary art on neighborhood stoops, sidewalks, and storefronts. We reinvigorate outdoor spaces and the iconic brownstone stoops in honor of their legacy of communal care, networking, rest, and social activism.

Marketing Specialist Description:

STooPS Marketing Specialist is responsible for sharing our story and our love of art and community to the world. Specialist will work collaboratively with STooPS Team (primarily Founder/Director, Creative Producer, and Development Director) to create an overall marketing strategy for STooPS activities and campaigns. STooPS activities include (but are not limited to) a Summer Festival, Fall Fun Series, Holiday Party, and educational/curatorial programs. Campaigns may include individual donors cultivation, general fundraising, and brand awareness. Marketing Specialist will be responsible for managing the implementation of all marketing facets of the organization. Marketing Specialist will be directly responsible for the strategy, creation and implementation of ongoing social media presence. Specialist will also be the main point person for press and PR consultants.

Responsibilities include:

Marketing strategy creation, execution, and growth

Collaborate with Founder/ED and Creative Producer on overall branding and marketing strategy

Manage creation of all print and digital marketing materials by graphic designer

Organize and manage distribution of marketing and promotion materials for all programs and campaigns in collaboration with Creative Producer

Manage all social media accounts for STooPS which includes content creation, posting, comment correspondence, direct message management, and growth

Create newsletter strategy, timeline, and creation in collaboration with Founder/ED

Manage website updates

Point person for press, PR consultants, day of marketing and documentation

Working collaboratively with Development Director on fundraising campaigns which includes gathering documentation for grant reporting, managing/creating pitch decks, and creating language and graphics for fundraising campaigns

Assist with acquiring sponsorship and managing sponsorship relationships

Organize and be present for community engagement and marketing opportunities such as tabling at events and festivals, panels etc

Collaborate on overall brainstorming for organization structure and programming

Ideal Candidate must have/be:

At least 3 years experience of overall Marketing strategy creation and execution

At least 3 years experience of successful social media content creation

Expertise in email marketing (Mailchimp, Constant Contact, FloDesk etc)

Passion for art and community

Experience and excitement for working in a collaborative team

Adaptable, flexible and responsive to shifting priorities and timelines

Community engagement experience

Highly organized and detail oriented

Personable and outgoing

A team player

Someone who takes initiative and has great follow through

Highly efficient with chill attitude

This position requires expertise of Google Suite, FloDesk (or comparable mass email system), Instagram, Facebook, Twitter, LinkedIn, TikTok. Knowledge of graphic design software (i.e. Adobe Design Suite, Canva) and web hosting such as Wix is a plus.

Time Commitment: approximately 10 hours per week

We are an events based organization that operates in seasons. Hours may fluctuate depending on the season (ie more hours prior to an event, and slower periods afterwards)

Work is done mainly remote except for events, community meetings, and tabling.

Salary: \$1200/month

Interested applicants should send a cover letter and resume to info@stoopsbedstuy.org with Subject "STooPS Marketing Specialist Applicant" by November 8, 2025.

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