



Red Hook WIFI Communications Assistant Job Description

Position: Red Hook WIFI Communications Assistant

Reports to: Red Hook WIFI Project Manager

Status/Schedule: Non-exempt, 15 hours per week, through June 30, 2019 with potential for renewal.

Background: For 15 years, [Red Hook Initiative](#) (RHI) has nurtured young people in Red Hook, Brooklyn, to be inspired, resilient and healthy, and to envision themselves as co-creators of their lives, community and society. In 2012, RHI began building Red Hook WIFI, a resilient broadband network that provides free or low cost Internet access distributed equitably across the Red Hook community. In addition to Internet access, the network provides a platform for local communication, with content tailored to residents' needs and interests. In 2017, Red Hook WIFI is poised to expand to the commercial streets of Red Hook and the NYCHA campus, providing access to the Internet and local communication to the majority of the neighborhood.

The Red Hook HUB is the portal within Red Hook WIFI where residents share news and resources, particularly around employment and educational opportunities. It collects Red Hook neighborhood information and organizes it for easy dissemination to the community. In 2017-18, RHI has a goal of increasing the HUB engagement from 1500 users to 3000 and to increase the number of posts by individuals, businesses and local organizations.

Position Summary: The Red Hook WIFI Communications Assistant will play a key role in generating Red Hook WIFI's website and social media content and ensuring that the network serves to increase community engagement, thereby strengthening the social network of Red Hook.

The Red Hook WIFI Communications Assistant's primary focus is maintaining the Red Hook HUB's digital bulletin boards and social media channels, under the guidance of the Red Hook WIFI Project Manager. The position requires a mix of interpersonal maturity, strong knowledge of digital tools and information organization, and skills in neighborhood outreach. The Red Hook WIFI Communications Assistant will be responsible for collecting neighborhood information, organizing it according to HUB guidelines, and posting it to the various outlets of the HUB in a timely fashion.

This position will also support the Red Hook WIFI Project Manager in fulfilling Red Hook Initiative's broader technology goals in terms of content creation and a community engagement calendar. This will include the creation of locally relevant content to be featured on redhookwifi.org, joining and hosting community events, and encouraging community members to envision Red Hook WIFI as a community asset that supports them in their lives and community.

Responsibilities: The responsibilities of the Red Hook WIFI Communications Assistant include but are not limited to:

- Manage all HUB /input streams/social media: websites, Twitter, Facebook, Instagram, weekly email bulletin, paper submissions and hotline
- Manage the backend of Red Hook HUB online properties: Add posts, filter posts, organize posts according to HUB guidelines, moderate anonymous posts, manage database
- Organize and maintain physical HUB installations- HUB bulletin board, HUB ticker, Hublets
- Act as liaison between community and Red Hook HUB-- promote the work of the HUB and establish relationships across the neighborhood that encourage information sharing
- Support Red Hook WIFI project manager with meeting Red Hook WIFI content creation and community engagement calendar goals
- Support the planning and execution of social events and special activities

Skills, Knowledge and Abilities:

- Excellent verbal and written communication skills
- Able to navigate social media sites, backend administration of Wordpress.org, database management
- Knowledge of Red Hook neighborhood and community
- Prior experience engaging community members
- Willingness to travel to all parts of the Red Hook neighborhood
- Skilled at navigating smartphone apps and computer and web based programs
- Enthusiasm for community-based work
- Detail-oriented with proven ability to keep accurate records
- Strong organizational, planning, and problem solving skills
- Ability to work independently

Education and Qualifications:

- Bachelor's degree preferred, but not required
- Bilingual (English/Spanish) preferred

- Minimum 2 years experience in community outreach and digital communication