PUBLIC HUMANITIES INITIATIVE IN DOCTORAL EDUCATION
2024-2025 FELLOWSHIPS

JOB TITLE: Audience Engagement Fellow
ORGANIZATION: National Book Foundation (NBF)
LOCATION: 90 Broad Street, Suite 604, New York, NY 10004

ORGANIZATION DESCRIPTION

The mission of the National Book Foundation (NBF) is to celebrate the best literature published in the United States, expand its audience, and ensure that books have a prominent place in our culture. Fall 2024 represents a key moment in the organization's history, marking both the 75th anniversary of the National Book Awards, as well as the culmination of a three-year strategic plan, which focused on positioning NBF as a “gate-opener,” leveraging the organization’s unique position in the literary ecosystem in service of readers.

POSITION DESCRIPTION

The National Book Foundation, presenter of the National Book Awards, is seeking an Audience Engagement Fellow via the NYU Public Humanities Fellowship program to support the Foundation’s audience development efforts and goal to reach readers everywhere.

The 2024/25 Fellow will support accompanying activities and initiatives spanning marketing and audience engagement efforts across the Awards, archival projects, education and public programs, and sector-wide advocacy—all with an eye towards creating opportunities for a diverse audience of readers to connect with and feel a part of both the National Book Awards, and the organization as a whole.

The Audience Engagement Fellow position offers candidates wide ranging and valuable experience at an established and active literary nonprofit and is an ideal fit for a candidate seeking a career in the nonprofit arts sector. The Audience Engagement Fellow reports to the Manager of Marketing & Communications, but as part of a small and dynamic team will be expected to collaborate with the entire staff. In line with the NYU Public Humanities Fellowship parameters, this is a part-time position of 20 hours/week that will run throughout the 2024/25 academic year; a regular schedule will be set based on the selected Fellow’s availability and

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with approval from the Fellow's supervisor. This position is based in New York City and operates on a flexible hybrid in-office/remote schedule. Some evening and weekend work is required.

Research shows that women and people from underrepresented groups often apply to jobs only if they meet 100% of the qualifications. We recognize that it is highly unlikely that someone meets 100% of the qualifications for a role. If much of this job description describes you, then please apply for this role. The National Book Foundation is committed to inclusivity and does not discriminate on the basis of race, religion, ethnicity, age, gender identity, sexual orientation, socio-economic status, nationality, marital status, parental status, military service, or disability.

RESPONSIBILITIES

NBF's strategies are evolving, and therefore the Fellow's responsibilities listed here are expected to shift, narrow, and/or expand as plans solidify.

- Participate in National Book Foundation staff-wide activities, including staff meetings, select external partner meetings and communications, and events, including the 75th National Book Awards Ceremony
- Support a forthcoming 75th Anniversary reader-focused marketing campaign through research, evaluation and tracking, potential content creation, and general project management
- Assist with the implementation of Read with NBF (an online audience engagement initiative) through newsletter copy drafting, generating content ideas, cultivating potential partnerships, and analyzing audience engagement
- Create, inform, and enact operational and administrative systems that allow NBF to best leverage available marketing tools and technologies following an upcoming transition to a new database, and provide general support (e.g., research projects, data management, metrics tracking) to ensure NBF's marketing efforts are operating well
- Support audience outreach efforts around NBF's forthcoming National Book Awards archive project, connecting readers with NBF's historic materials and resources
- Support ongoing marketing and audience development efforts around NBF's national public and education programs, including audience research and outreach, as well as a focus on meeting strategic goals around local partner media coverage
- In collaboration with programs staff, support the deepening and strengthening of engagement with existing audiences through further relationship-building with partners, program site visits, and contributing to program design efforts when appropriate
- Provide event preparation and night-of support for the 75th National Book Awards Ceremony (November 20, 2024), which also serves as the organization's annual benefit and biggest driver of our year-round programmatic and advocacy work
- Other duties as assigned

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QUALIFICATIONS

- We are seeking candidates who are interested in immersing themselves in the day-to-day work of a nonprofit organization in the arts and cultural sector, and who are comfortable shifting and expanding their portfolio as audience-focused projects and initiatives take shape.
- Experience with project management and strong strategic thinking skills is a must; marketing-specific experience is a plus.
- Organized, detail-oriented, and deadline-conscious.
- Strong verbal and written communication skills, and experience interfacing with a variety of audiences and stakeholders.
- Understanding of Microsoft Office Suite, Mac OS, Zoom, and Slack are required; familiarity with database systems (e.g., eTapestry), email marketing platforms (e.g., Mailchimp), and web platforms (e.g., WordPress) is a plus.
- Experience with organization storytelling across social media platforms; content creation, and design experience (e.g., Canva, Figma, Adobe Suite) is a plus.
- Enthusiastic about working with a small, dedicated team; patient, flexible, kind, and collaborative.
- Candidate should possess a love for books and reading, and an enthusiasm for the Foundation’s mission and values—please visit nationalbook.org to learn more about who we are, and what we do.