

## **Program Coordinator, NYC Mural Arts Project**

The Fund for Public Health in New York City, (FPHNYC) is a 501(c)3 non-profit organization that is dedicated to the advancement of the health and well-being of all New Yorkers. To this end, in partnership with the New York City Department of Health and Mental Hygiene (DOHMH), FPHNYC incubates innovative public health initiatives implemented by DOHMH to advance community health throughout the city. It facilitates partnerships, often new and unconventional, between government and the private sector to develop, test, and launch new initiatives. These collaborations speed the execution of demonstration projects, effect expansion of successful pilot programs, and support rapid implementation to meet the public health needs of individuals, families, and communities across New York City.

### **PROGRAM OVERVIEW**

The NYC Mural Arts Project is a program within the **Bureau of Mental Health** at DOHMH. The Bureau of Mental Health is responsible for mental health service delivery to residents of New York City. The Bureau is responsible for procuring and overseeing over 500 treatment, rehabilitation, housing, case management, and Assisted Outpatient Treatment programs comprising over \$200 million. Additionally, the Bureau oversees numerous initiatives under ThriveNYC. The Bureau staff is responsible for managing the development, implementation, and oversight of ongoing and new contracted mental health programs in order to ensure full access and quality, community-integrated, recovery-focused care for all residents.

**The New York City Mural Arts Project (NYCMAP)** uses a collaborative mural-making process to discuss mental health, support social resiliency, and foster new relationships in NYC communities. The NYC Department of Health and Mental Hygiene works with community-based organizations, artists, mental health peers (people living with a mental health condition), and the community at large to break down misconceptions and stigma associated with mental illness. Using our design process, we translate our conversations into a mural that reflects the dialogue around mental health and incorporates the diversity and strength of everyone involved in the mural-making process. The goals of NYCMAP are to:

1. Create opportunities for community conversations that expand an informed and productive understanding of mental health, decrease stigma about mental illness, and increase the capacity of New York City residents to support people in recovery. These discussions explore and raise awareness about neighborhood influences and social determinants of health, which may contribute to any individual's recovery and broader community development.
2. Redefine what it is to live with a mental illness by incorporating the lived experience and recovery paths of people living with a mental health condition. The purpose is to normalize the issues around mental illness within the community.
3. Increase awareness about available support services for people living with a mental health condition, and share where and how to access these services within a community.
4. Successfully create and install a minimum of three (3) large-scale<sup>1</sup> murals across the five (5) boroughs of New York City, per City fiscal year (July 1 through June 30). The murals will enhance the physical environment and support the City's broader quality of life goals, using local assets and creativity within our communities to instill civic pride and serve a community's interests.

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<sup>1</sup> The scale of NYCMAP murals has ranged from approximately 2,000-4,000 square feet. Each mural should be a minimum of 1,800 square feet.

## **POSITION OVERVIEW**

The Program Coordinator will report to the Program Manager to help execute NYCMAP programming, ensuring program goals are met, engagement strategies are implemented, and day-to-day operations are accomplished. This role is key for program success, specifically to support the completion of our design process from October to June and the installment of large and permanent public works of art across New York City. The Coordinator will support the onboarding and orientation of NYCMAP program collaborators and partners (including professional muralists, mental health service providers, various community organizations and community boards, peer specialists, mental health peers, and neighborhood residents); support the execution of a facilitation manual with artists and peer specialists; implement exit and entrance surveys; coordinate, procure, and track materials for the weekly art workshops and community events; track performance indicators; help develop creative strategies to establish and engage diverse stakeholders and community members; create communication and outreach materials; support the design development and installation of murals; work in close collaboration with a range of program collaborators, and community and city entities to implement high-quality and dynamic public programming that educates the broader community about mental health awareness and supports the Department of Health's goals to improve health outcomes for all New Yorkers.

**Applicant must have some availability for evening and weekend work, in addition to travel throughout the five boroughs via public transportation.**

## **RESPONSIBILITIES:**

- Coordinate mural-making activities, events, and presentations including schedules, logistics, and materials with multiple project stakeholders.
- Proactively manage details of multiple and concurrent project timelines including maintaining and managing work plans and project deliverables in close collaboration with the Program Manager (note: this includes travel to project sites).
- Oversee the logistics for workshops and all community events (Community Design Review, Open Studios, Community Paint Festivals, Dedication Ceremonies, etc.).
- Support the development of place-based engagement strategies to involve diverse resident populations across neighborhoods; work with program collaborators to develop human-centered design strategies to gather insights for ongoing public event series and the mural design.
- Support the development and execution of a facilitation manual and program evaluation surveys to measure project goals and outcomes with program staff and researchers from Illinois Institute of Technology.
- Procure and track all program items and activities, including but not limited to art supplies, food, travel, event spaces, mural fabrication on polytab cloth, installation materials and equipment, hardware supplies, printing production, etc.
- Monitor and synthesize performance indicators of activities and events. Work with DOHMH and program staff to assess achievement of program goals and objectives.
- Draft summaries and reports of events and activities, including attendance data, and participant feedback on the mural's theme and design.

- Support content and design development for marketing materials (constant contact, flyers, postcards, emails, social media, reports and briefs), website, and presentations (slide decks to chart program progress internally at DOHMH, orientation and check-in meetings with program collaborators, and community outreach presentations) for the iterative development of the murals and the program process.
- Provide additional support as needed by the Program Manager, including but not limited to researching and liaising with contractors, vendors, community entities, and additional project partners, and conducting outreach to onboard assistant artists, installers, and volunteers to support painting and mural production.
- Help ensure mural themes and designs are aligned with mental health topics, community stories and the NYCMAP mission, in close collaboration with program staff, artists, peer specialists, and various community groups.

#### **QUALIFICATIONS:**

- Minimum Baccalaureate degree required. Background in Urban Studies, Social Sciences, Design, Public Health or similar fields a plus.
- 2-4 years of work experience executing community-based projects, public events, design research, and/or arts-based activities that engage a range of stakeholders.
- High aptitude to manage competing priorities with a high level of organization and attention to detail, while also executing diverse assignments with ease.
- Outstanding communication skills a must- written, oral, and visual.
- Ability to build relationships and partnerships with a variety of stakeholders and community residents in an empathetic and flexible manner.
- Ability to thrive in fast paced environments and utilize diverse skill sets to complete work tasks and accomplish different responsibilities on time.
- Strong desire to learn and utilize creative problem solving and strategy development skills to proactively achieve results.
- Ability to develop and execute different outreach strategies in communities and across various social media platforms.
- Interest and knowledge utilizing design thinking strategies to capture participant information and community feedback to improve services and programs (for public and/or mental health a plus).
- A strong work ethic, excellent interpersonal skills, and a respect for teamwork.
- Proficiency with Microsoft Office (Outlook, WORD, EXCEL, etc.), WordPress, Facebook/Instagram, Google Products, MailChimp or Constant Contact.
- Proficiency with the Adobe Creative Suite (InDesign, Illustrator, PhotoShop) a plus.

#### **SALARY AND BENEFITS**

FPHNYC offers a comprehensive benefits package. The salary range for this position is \$48,000-\$52,000.

#### **ADDITIONAL INFORMATION**

There is potential for this position to transition to DOHMH and therefore candidates must meet DOHMH eligibility requirement including NYC residency.

**TO APPLY**

To apply, send Resume, with Cover Letter, including how your experience relates to this position, to [publichealthjobs@fphnyc.org](mailto:publichealthjobs@fphnyc.org) indicating “**Program Coordinator, NYCMAP\_ your name**” in subject line.

*The Fund for Public Health in New York City is an Equal Opportunity Employer and encourages a diverse pool of candidates to apply.*