



August 25, 2017

## **Position Announcement: Communications Manager at YVote**

### **About Yvote:**

YVote is a rapidly emerging statewide network of 17 youth and community organizations empowering young voters of color in California to change the way our state works. We are dedicated to transforming young voters of color and other disenfranchised communities into an influential power block to reshape California, our democracy and the decisions that impact our communities. We are the only statewide network powered by young voters of color. [www.yvoteca.org](http://www.yvoteca.org)

### **Position Overview:**

YVote seeks a talented, innovative and energetic communications leader to develop effective communications strategies and infrastructure that will help our network 1.) reach and engage hundreds of thousands of young voters, 2.) shift perceptions and beliefs about young voters of color and 3.) build a powerful voice for young voters to impact issues that matter most to them and their communities.

The communications manager should possess a broad set of communications and planning skills and be able to hold their own when working with young people, communities of color, media professionals, and community organizers in a campaign environment. The communications manager will work closely with the senior communications strategist, social media coordinator and the larger YVote team.

### **Primary Responsibilities:**

1. *Develop and lead implementation of youth-centered communications strategies and plans for voter engagement campaigns*
  - Provide lead thinking on framing and messaging strategies for issues and campaigns
  - Coordinate with field team and develop and ensure successful execution of communications plans for campaigns
  - Work closely with social media coordinator to develop social media and digital media strategies to engage young voters across multiple channels
2. *Coordinate and execute earned media strategies*

- Develop earned media plans for events and campaigns
- Write, edit and distribute press releases
- Manage press outreach and pitch stories to reporters
- Coordinate media events
- Develop programs and talking points for press events
- Prepare talking points and speakers for press events

### *3. Manage development of key pieces of Yvote communications infrastructure*

- Manage Yvote website, including developing content and growing its functions and presence
- Manage and grow email lists
- Support social media coordinator to maintain and grow YVote social media channels

### *4. Coordinate and lead development of materials and content across platforms, including but not limited to:*

- Writing content for email and website
- Helping draft phone and text scripts for voter engagement campaigns to ensure message alignment
- Drafting and coordinating production of printed communications and marketing materials
- Writing reports, blogs, op-eds, etc.
- Working with social media coordinator to develop graphics, memes, and other content for social media

### *5. Coordinate with and support Network members to execute effective communications strategies*

- Work closely with network member organizations and communications committees to gather input on messaging and communications strategies
- Lead and facilitate communications trainings to expand communications capacity of network member organizations

### **Qualifications Needed:**

- Five years of communications experience in nonprofit, labor, political or community organizing. Campaign experience is strongly preferred.
- Familiarity with grassroots organizing, advocacy and electoral engagement techniques
- Passion for and experience in working with communities of color, young people, low-income immigrants and refugees
- Excellent writing skills that are well suited for a campaign environment
- Experienced at developing and executing a communications strategies and plans
- Experienced at developing effective framing and messaging strategies for campaigns
- Well versed in social media, youth media and youth culture

- Experience working with media and developing media relations
- Able to take initiative, drive strategies and trouble shoot while also able to work well within a team-oriented approach.
- Able to set and meet concrete goals and bench marks; strong time management and work planning skills needed.
- High level of accuracy and attention to detail
- Able to act with integrity, compassion, and openness to feedback
- Willing and able to travel
- Able to work independently in a virtual office environment

**Additional Position Details:**

- This is a full time position based in the Los Angeles area.
- Compensation: \$60,000-\$70,000, depending on experience plus generous benefits.

*YVote is a project anchored at the Movement Strategy Center. MSC is an equal opportunity, affirmative action employer. People of color, women, people who identify as lesbian/gay/bisexual/transgender, and people with disabilities are encouraged to apply.*

**How to Apply:**

Send your resume, cover letter, one brief writing sample (press release, op-ed, blog, etc) and at least three references. Send application materials to [junghee@movementstrategy.org](mailto:junghee@movementstrategy.org)