



Marketing & Communications Associate

Position Summary:

Reporting to the department director, the Marketing and Communications Associate contributes to and implements communication strategy with the goal of planning and creating communications that educate, engage, cultivate and inspire support for and engagement with Youth Radio.

The Associate's primary responsibilities are to propose, create and execute new communications across our website, email, social media, and offline for internal and external audiences; to evaluate, track, and measure results of communications activities across the department; to provide day-to-day management of the communications calendar; and to support cross-departmental collaboration on the timing of communications to ensure well-timed engagement with key audiences.

Position Responsibilities:

- Develop and manage web, email, and social media content on a daily basis
- Track and evaluate digital performance metrics
- Assist in creation of boilerplate and messaging guidelines
- Draft press releases/media advisories, blog posts, op-eds, email copy and other communications collateral
- Track press hits and contacts and field inbound press and partner inquiries with support of Director of Marketing and Communications
- Field inbound press and partner inquiries with support of Director of Marketing and Communications
- Research best practices in communications; propose new products and delivery methods
- Manage advertising campaigns via social media and Google Adwords

Skills & Qualifications:

- At least 2 years experience working in nonprofit marketing and communications
- Excellent writer, communicator, and storyteller
- Demonstrated experience managing social media and email campaigns
- Knowledge and interest in current trends in digital media/social media
- Strong project management skills
- Resourceful researcher and problem-solver
- Ability to both follow direction and perform independently
- Commitment to working as a part of a team
- Solid organizational, analytical skills and attention to detail, especially delivering on multiple priority projects
- Passion for working in a diverse, multi-cultural environment and for the mission of Youth Radio.
- High level of energy and initiative, along with a sense of humor.
- Comfort learning new technologies
- Experience working with platforms including WordPress, MailChimp, Salesforce, Twitter, Facebook, Instagram as well as design and HTML skills are a big plus (but not required!)

About us:

Headquartered in Oakland, CA, we are a one-of-a-kind, youth-driven media production company with partners including NPR, The New York Times, Pandora and Teen Vogue and an amazing range of creators and audiences. We are the winner of multiple journalism honors including the Peabody, Columbia-Dupont, Kennedy, Murrow, and White House Arts and Humanities Awards.

Contact:

To apply send resume, cover letter, and samples of work to hr@youthradio.org. Please put "Marketing & Communications Associate" in subject line. No calls please. Youth Radio is an Equal Employment Opportunity and Affirmative Action Employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender perception or identity, national origin, age, marital status, protected veteran status, or disability status.