



DIGITAL COMMUNICATIONS ASSOCIATE

Los Angeles, CA

Non-Exempt, Full-Time, Regular Position

Communications Family

Organizational Background:

Advancement Project California champions the struggle for greater equity and opportunity for all, fostering upward mobility in communities most impacted by economic and racial injustice. We build alliances and trust, use data-driven policy solutions, create innovative tools and work alongside communities to ignite social transformation. Rooted in the historic struggle for racial and economic equality, Advancement Project California envisions a world where *all* communities have equitable access to public resources and opportunities to thrive. The California office's primary programs are Educational Equity, Health Equity, Equity in Public Funds and Political Voice.

Position Summary:

The Digital Communications Associate will report to the Director of Communications and will be responsible for supporting a variety of communications activities, with a focus on producing content and building engagement across our websites, email lists, social media channels and limited advertising campaigns. Self-motivation, flexibility, attention to detail and the ability to successfully handle multiple projects are essential to this position.

Specific responsibilities include, but are not limited to:

- Development and implementation of online communications action plans that promote the initiatives and goals of the organization and programmatic areas.
- Oversee, edit and upgrade the organization's websites, email platform and lists, and other online and social media assets, including but not limited to Facebook, Twitter and YouTube.
- Analyze and monitor social media trends to measure effectiveness. Use Google Analytics to understand campaign performance and overall traffic patterns to optimize approach.
- Track email list segment open, click and conversion rates across campaigns and issues.
- Write blog posts and produce copy for web pages; take photographs, capture and edit video to accompany content for the website, social media and other types of cross utilization i.e., in-person events.
- Develop a comprehensive advertising strategy and implement campaigns under the guidance of the Director.
- Assist the Director with developing, reviewing and updating the digital media policy, as needed to ensure we are leveraging industry best practices.
- Provide support and assistance with planning, promoting and implementing campaigns and prioritized activities.
- Proofread all communications before distributed or posted.
- Participate in organization-wide planning, development and communication activities as needed, and ensure adherence to Advancement Project goals and policies within the project area.
- Other duties as assigned, dependent on organizational needs and employee skills.



- Occasional overtime and weekend work.

Qualifications:

To perform this job successfully, the individual must be able to perform each essential assigned job function satisfactorily. The requirements listed are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Sincere and demonstrated commitment to advancing social and/or racial justice progress for the highest-need communities.
- 2-3 years of demonstrated digital communications experience working in a nonprofit communications office where the bulk of work focused on community outreach and engagement.
- Bachelor's degree required. Equivalent combination of education and experience sufficient to successfully perform the essential job duties may be considered.
- 2 years of social media and email list management experience.
- Demonstrated experience working on at least two digital political and/or advocacy campaigns.
- Demonstrated success in delivering high-quality work product on a consistent, reliable basis in a fast-paced work environment with tight deadlines.
- Demonstrated ability to establish and maintain effective relationships and partnerships with key stakeholders and online influencers.
- Strong interpersonal, communication, facilitation and presentation skills, including excellent writing, editing and proofreading skills.
- Proven ability to work with diverse communities, leaders and staff.
- Strong analytical and problem solving skills, including experience with Google Analytics, email (e.g. Mail Chimp) and social media (e.g. Hootsuite) reporting tools.
- Ability to work independently and with minimal supervision.
- Demonstrated ability to work in a small team setting.
- Exceptional attention to detail.
- Ability to manage multiple tasks, projects and priorities under deadlines and work under pressure.
- Flexibility to adjust and contribute to continually evolving work dynamic and changing priorities.
- Excellent computers skills, high proficiency using MS Office applications, Photoshop and other design and video editing tools to produce digital graphics and videos.
- Excellent organizational skills with demonstrated ability to execute projects on time and on budget.
- Must be able to travel locally.

Physical Demands:

- Occasionally must be able to move office supplies and equipment weighing up to 15 pounds across the office or during events.

Salary:



Competitive compensation depending on experience. Includes full health, dental and retirement benefits.

To Apply:

Please email cover letter, resume and two to three work samples to:

Jorge Jimenez
Director of Human Resources, Finance and Administration
hr@advanceproj.org

Women and people of color are strongly encouraged to apply.