



## SENIOR COMMUNICATIONS ASSOCIATE

Los Angeles, CA  
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 Senior Communications Associate will report to the Director of Communications and work with senior staff to understand strategy and produce reports, one-sheets and press releases, as well as copy for websites, email, social media and multimedia. The Senior Associate will develop and maintain an efficient production system to support internal and external clients. 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:**

- Produce and oversee the production of communications content across teams and departments.
- Create strong and consistent messaging for use across all of Advancement Project California's channels to explain who we are and what we do; produce compelling data and personal stories to inspire our target audiences to act.
- Align common messaging and communication strategy across program areas.
- 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 such as in-person events.
- Proofread and edit all communication materials before distributed or posted.
- Provide support and assistance with planning, promoting and implementing campaigns and prioritized activities.
- Deploy a creative campaign brief framework and process that is efficient and informative for internal teams.
- Design and lead prioritization of content development based on organizational goals and priorities.
- Organize, create and maintain a calendar of content to plan short-term, long-term and on-going key issue campaigns and organizational events.
- Manage changes to project/campaign scope and schedules, and serve as the point person for progress updates for senior staff.
- Stay current with social justice offline and online communications trends as they relate to report templates, blogging, social media and more.

- Work with the Digital Communications Associate to analyze and monitor social media trends to measure content effectiveness, including using 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.
- Assist the Director with developing, reviewing and updating the content production policy as needed to ensure we are leveraging industry best practices.
- Support the work of the Director of Communications and other members of the leadership team as it relates to communications activities.
- 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.

**Qualifications:**

To perform this job successfully, an individual must be able to perform each essential assigned job function assigned. 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.
- 6-8 years of demonstrated writing and content production experience working in nonprofit communications or journalism.
- Bachelor’s degree required. Equivalent combination of education and experience sufficient to successfully perform the essential job duties may be considered.
- Creative and/or Journalism Writing Certificate required.
- Ability to write, shoot and edit content that tells a compelling story.
- Excellent writing, editing and proofreading skills.
- Significant knowledge and understanding of production costs and timelines for variety of mediums and channels.
- Ability to build a strong, vibrant network within the creative (design, copy, production) community.
- Non-linear editing experience a plus.
- 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, facilitation and presentation 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.
- A willingness to participate in 24-hour, on-call response service of breaking news or special events.
- Must be able to travel locally and within state.

**Physical Demands:**

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

**To Apply:**

Please send cover letter, resume and the following work samples: 1) one policy brief edited by the candidate; 2) two blog posts and/or key issue web pages; 3) one press release; 4) one messaging framework and/or talking points on a social justice issue to:

Jorge Jimenez  
Director of Human Resources, Finance and Administration  
[hr@advanceproj.org](mailto:hr@advanceproj.org)

1910 West Sunset Blvd., Suite 500  
Los Angeles, CA 90026  
[www.AdvancementProjectCA.org](http://www.AdvancementProjectCA.org)

**Women and people of color are strongly encouraged to apply.**