

Youth Uprising

IMMEDIATE JOB OPPORTUNITY



Position Title: Programs & Communications Assoc.

Reports To: Chief Executive Officer

Full Time: 40 Hrs./Week

Salary: \$26.00/hr.

Benefits: 100% Employee Paid: Health, Vision, Dental and Life Insurance

About Youth UpRising

Youth UpRising (YU) exists to build healthy, economically robust communities in East Oakland and the surrounding county by harnessing the leadership of young people, improving the systems that most impact their lives and advancing community development.

YU is housed in a 25,000 square-foot state-of-the-art center annually serving about 4000 Alameda County youth, ages 13-24. YU's campus includes a health clinic, an internet café and a multimedia center, and offers core programming in four areas: education, health and wellness, civic engagement, and art and expression. YU also operates a social enterprise hub that creates jobs and provides industry-specific training in high-growth sectors that facilitate a young person's transition into the workforce and nurture education opportunity.

For more information about Youth UpRising go to: www.YouthUpRising.org

Position Summary

YU seeks a mature, high energy, professional to execute its strategic communications plan and support the CEO with special projects and programs.. In collaboration with the Sr. Communications Assoc., the successful candidate will support in advancing the organization's position with targeted internal and external constituents, create targeted outreach strategies and drive broader awareness and donor support for the organization. The candidate will co-oversee YU's varied communications products and services including: print publications; web, e-news and other online communications social media and public relations.

The Programs & Communications Associate will work collaboratively with every YU program in designing and communicating the organization's overall message.

Due to the diversity of YU's staff and constituencies, the Programs & Communications Associate's effective and flexible program management communication skills will be critical to success. Successful candidates will be highly proactive and self-motivated with experience and skills in people, communication, program and project management. They will be able to work effectively within a context that requires flexibility, a sense of humor and the ability to flourish in a fast-paced, deadline-driven environment. This position requires someone whose passion for YU's vision is matched with proven experience, creative leadership and the ability to motivate others to ensure the success of individual programs and the organization as a whole.

Primary Responsibilities

Program Associate (working closely w/CEO)

- Assist in implementing and growing new programs.
- Recruiting, managing, training, and motivating youth during program implementation.
- Tracking and monitoring success of programs through the organization software tools and analysis
- Writing program grant reports and submitting them to funders in advance of their deadline.
- Working collaborative with the Sr. Communications Assoc. on program outreach and marketing
- Bi-weekly reporting on program development and impact
- Providing feedback and input on ideas of program design
- Other program and administrative tasks as assigned

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*In collaboration with Sr. Communications Assoc.
Communications Strategy*

- Develop and implement a multi-pronged, multi-year strategy to communicate with a broad set of stakeholders and position YU as a national thought leader on youth development and community transformation, working in collaboration with the YU staff.
- Write and distribute two newsletters per month. A general newsletter highlighting programs, opportunities and other areas and the second is exclusively donor and development focused.
- Create a monthly content communications calendar that will include, but not limited to, targeted partnerships and outreach efforts and ideas, blog postings that will be done through our website and other social portals, highlights of our programs, and more.

Web & Social Media

- **Website Administration** – manage YU’s website as a tool for promoting YU programs, opportunities and successes to and with youth.
- **Manage social media presence** including writing blogs for YU, Facebook and tweeting with a goal of sharing YU’s innovative equitable strategies for personal and community transformation resulting in raising YU’s profile to potential funders, partners and the public.
- **Create a healthy social presence** through a minimum of two posts per week on all social platforms and an overall strategy for more engagement.

Material Development

- Update YU’s **existing collateral material** to embed YU’s mission and logic model.
- Conceptualize and oversee creation of **high quality marketing materials**, publications, newsletters, the annual report, annual appeal and collateral materials targeted to youth, funders, community partners, corporate sponsors, and the general public.

Other duties as needed and assigned.

Qualification and Competency Requirements

- EDUCATION – Bachelors Degree desired.
- SOCIAL MEDIA PROMOTION SKILLS – Experience effectively using social media to build visibility and promote engagement.
- STRONG COMMUNICATION SKILLS – Exceptional oral and written communication skills. Demonstrated ability to research, assimilate and analyze information, compose documents, and present data in a clear and concise manner to appropriate personnel, including top management, program staff and members.
- PROJECT MANAGEMENT EXPERIENCE – Demonstrated experience organizing and managing **multimedia production projects is a plus.**
- FUND-DEVELOPMENT or grant research or writing experience is a plus.
- BILINGUAL is a plus.
- AVAILABILITY for occasional evening and weekend work.
- ORGANIZATIONAL SKILLS - Detail oriented • Tracks results
- ABILITY TO THRIVE IN FAST-PACED ENVIRONMENT

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- MUST BE A SELF-STARTER.
- HAS BASIC COMPUTER SKILLS – MS Word, Excel, PowerPoint, Adobe Creative