



YOUTH LEADERSHIP INSTITUTE

COMMUNICATIONS MANAGER

Job Description

Position Title:	Communications Manager
Department:	General/Administrative
FTE/Classification:	Full Time, Exempt
Reports to:	Development Manager
Salary:	\$45,000-60,000 annually, depending on experience
Location:	San Francisco
Start date:	May 2017
Application due date:	Applications will be reviewed immediately; applications will be accepted until April 13, 2017

Youth Leadership Institute (YLI) builds communities where young people and their adult allies come together to create positive community change that promotes social justice and racial equity. For 25 years Youth Leadership Institute has sparked the leadership of young people to solve pressing social issues and serve our communities. YLI's community-based programs are located in San Francisco, Marin, San Mateo, and the Central Valley. In addition to serving four California counties, YLI provides customized trainings and consulting services nationally. YLI is committed to engaging and developing young people of color, low-income youth, and other non-traditional youth as researchers, advocates, and agents of social change. With support from YLI staff and through authentic partnerships with other key adult allies, young people build the skills necessary to research the issues that most affect them and their communities, develop campaigns to advocate for change, and partner with local stakeholders to implement these changes in their communities.

PRIMARY FUNCTION:

Youth Leadership Institute seeks a dynamic, justice oriented, and engaged Communications Manager to advance our youth development and policy advocacy work as we bend the arc for social justice. The Communications Manager will design and implement a Communications Strategy under the supervision of the Development Manager. With the goal to clearly define and execute a political strategy for the organization, advance our policy efforts through media advocacy, significantly expand our base of community and major donors, our grants funding, the organization's visibility, and our Training & Consulting Services, and improve our internal communications systems, your work leads to empowered communities where youth are leading and creating positive social change. The position will include 75% external communications, and 25% internal communications.

If you are ready to take the next step in your career and grow with an outstanding team of professionals, we invite you to submit a resume, a writing sample, a media sample (web-based campaign, website link, social media account, video etc), and letter of interest to: Estelle Davis at edavis@yli.org with subject line: "Communications Manager Application from: (your name)." Application review will begin immediately.

YLI strongly encourages applications from persons of color, women, and LGBTQ identified individuals, as well as from applicants who are Bilingual. Youth Leadership Institute does not discriminate against



its employees or applicants based on gender, race, color, religion, national origin, ancestry, age, medical condition, ability, veteran status, marital status, sexual orientation, or any other impermissible basis.

A. Duties and Responsibilities

1. Develop and execute Communications Plan for the organization.

- Generate communications content, including monthly e-newsletter, annual report, website, YLI infographic one-pagers, 1-2 annual mailings, and social media updates.
- Utilize experience with qualitative and quantitative data analysis as a form of evaluation, to share programmatic work more broadly
- Develop policy advocacy short videos, maintain current videos on website
- In partnership with our youth leaders and program staff, support media advocacy component of our policy advocacy work. Guide the strategy as we advance beyond traditional media channels (newsprint and television news), towards new media strategies (native social media videos).
- Identify, cultivate, and form relationships with local news media including new media in partnership with program staff
- Manage relations to printing, graphic design, and video editing vendors as necessary
- Initiate strategic communications in alignment with and support of fundraising goals.
- Maintain and optimize our Wordpress website

2. Internal Communications

- Optimize our internal communications structure and assure that organizational strategy convenings are occurring across the organization
- Track the execution of Grassroots, Leadership, Advisory Committee, and Team calls
- Support coordination of our “all-staff retreats”
- Provide support for the Board of Directors, including coordinating and attending Board meetings and taking meeting minutes
- Utilize experience with qualitative and quantitative data analysis as a form of evaluation, to inform program planning and implementation in partnership with managers and directors.

B. Qualifications

1. Desired Skills & Qualities

- Strong writing
- Detail-oriented with strong editing skills
- Marketing Strategy
- Basic Wordpress
- Basic video editing
- Track record of success in attracting media or internet impressions
- Social media expert
- Proactivity in offering new ideas
- Self starter with a can-do attitude
- Collaborative team player
- Willingness to occasionally travel to our four regions throughout the Bay Area and Fresno
- Able to work with minimal oversight in a fast-paced, multi-faceted environment
- Flexibility to adapt to changing needs and priorities
- Ability to manage timelines and meet deadlines while juggling multiple projects
- Commitment to social justice and empowering youth voice in our nontraditional leaders



- Ability to nurture the organization's culture with joy, humor, and love

2. Minimum Education & Experience

- Bachelor's degree
- 3-5 years professional work experience
- Qualitative and quantitative data analysis

C. Licenses/Certifications Required

- Fingerprint background check

D. Working conditions

- Evening and weekend hours required as needed.
- Occasional local travel required.
- Occasional lifting of up to 20 lbs.
- Sitting and typing required throughout day.

E. Benefits

This is a full-time, non-exempt position reporting directly to the Development Manager. Generous benefits package including: 18 paid holidays, 15 days of paid time off, dental insurance, vision insurance, fully paid health insurance, health and commuter flexible spending account, and participation in a 403(b) plan.

