



# YOUTH LEADERSHIP INSTITUTE

## Use Your Voice

MOBILIZING YOUTH TO NIX TOBACCO (MYNT) PROGRAM COORDINATOR

### Job Description

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<b>Position Title:</b>	Program Coordinator
<b>Department:</b>	Fresno Community Based Programs
<b>1 FTE/Classification:</b>	Full-Time 40 hours per week, non-exempt, \$18 - \$20 per hour
<b>Reports to:</b>	Program Manager
<b>Location:</b>	Fresno County
<b>Effective Date:</b>	ASAP

**Youth Leadership Institute** builds communities where young people and their adult allies come together to create positive community change that promotes social justice and racial equity. For over 20 years the 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, Long Beach, Eastern Coachella Valley, Merced and the Central Valley. In addition to serving 7 California counties, YLI provides customized trainings, consulting, evaluation, and technical assistance services nationally. YLI is committed to engaging and developing young people of color, low-income youth, and other non-traditional youth as researchers, advocates, storytellers, 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, share their stories and those of their communities, and partner with local stakeholders to implement these changes in their respective communities.

**California Tobacco Control Program (CTCP)** leads statewide and local health programs, services and activities that promote an environment truly-free of tobacco. Under CTCP the role of Program Coordinator is also described as Community Engagement Coordinator (CEC). The role of PC/CEC will coordinate Mobilizing Youth to Nix Tobacco (MYNT) youth and young adult coalitions in Fresno County, Madera County, and Tulare County to reduce tobacco-related health issues that impact the African-American community and other communities of color in the Central Valley through education, community engagement, and media development. The PC/CEC will work in partnership with young people and the faith-based community to develop and adopt voluntary policies to prevent Secondhand Smoke (SHS) and Thirdhand Smoke (THS) through education and increase of signage to prevent smoking or vaping. The PC/CEC position works to broaden community engagement in tobacco control efforts, coordinates with Local Lead Agencies, and seeks regular consultation with statewide partners to increase coordination and training in the region and implements efforts to ensure and track diversity, engagement, and satisfaction among community members through activities such as tracking the quantity and types of activities in which community members were engaged.

#### PRIMARY FUNCTION:

The Program Coordinator (PC) works in partnership with youth (ages 12 – 24) to organize, empower and mobilize youth and their communities to win real improvements in tobacco control for Fresno County, Madera County, and Tulare County young people. The PC will train and support youth leaders to develop and deepen political consciousness, assess and understand issues impacting their health and well being, build relationships and partnerships with youth, the faith-based community, and community supporters, and drive countywide and local

community campaigns that mobilize supporters, create long-term systems and/or policy change, and build power for future victories. The major function of this role will be to work to address flavored tobacco control efforts through a strong public and community health framework by leading recruitment, training and implementation of campaigns led by youth from marginalized communities to utilize environmental prevention strategies focusing on addressing social norms, access, media messages, laws, rules and policies.

The PC will identify, recruit, and retain youth and young adult campaign leaders; supervise youth leaders; implement and manage youth campaign meetings; support assessments, support base building, and campaign actions determined by the youth leaders. The PC is responsible for managing all of the logistics and functional tasks necessary for meeting the goals and objectives of the assigned campaigns, and for ensuring that the young people are experiencing high quality and culturally relevant leadership opportunities. The Program Coordinator will work to support overall Fresno County campaigns, initiatives and staff, prepare appropriate materials, collaborate with community partners, and develop and lead training for youth leaders and other campaign partners.

## **A. Responsibilities**

### **1. Recruitment, Outreach & Promotion**

- Sustain recruitment to ensure diverse youth membership in the Fresno, Madera and Tulare MYNT Coalitions
- Conduct outreach to recruit and attract a dynamic and diverse team of youth leaders for each community
- Ensure demographically diverse groups of youth and adults to participate in the MYNT Coalitions, Faith and Wellness Subcommittee and Tobacco Prevention Advisory Committee
- Produce appealing and relevant outreach materials for each group

### **2. High-Quality Relationships with Youth and Adult Participants**

- Maintain consistent contact with youth and adult participants
- Develop consistent, ongoing one on one's with youth and adult leaders to support their development
- Utilize positive youth development and youth-adult partnership principles to guide the work
- Represent YLI to networks and community in professional way

### **3. Program Leadership and Logistical Functions**

- Using YLI curriculum, plan for and deliver developmentally appropriate and engaging workshops and trainings that build leadership and organizing skills, deepen issue and community knowledge, and strengthen connections among members
- Supervise and mentor youth leaders to develop and implement youth-led campaigns that offer multiple youth leadership development opportunities
- Plan and arrange meetings and events, including: preparing sites, agendas, and materials
- Conduct follow-up activities after meetings and events including: preparation and distribution of minutes and other records, carrying out tasks assigned at the meeting

### **4. Management and oversight of Campaign Development and Implementation**

- Manage coordination of media and press coverage for campaigns as necessary
- Employ social media tools as a method to organize youth base
- Develop capacity of youth and adults to facilitate youth-led community level data gathering and analysis in support of campaign actions
- Manage coordination of key campaign events, like rallies, assemblies, press conferences or legislative hearings as needed
- Secure support of campaigns by key stakeholders including school administrators, teachers, parents, community members, policy leaders, faith-based leaders and other youth groups
- Maintain and regularly update a database of allies, constituents, and opponents for use during mobilization and regular communication with campaign supporters

## **5. Reporting & Record Keeping**

- Keep accurate, current records of participant demographics
- Maintain event summary and monthly records of activities
- Document the timely completion of contractual goals and objectives, including internal and external reports
- Produce regular reports as required by funders
- Maintain supervision logs and track youth and staff progress towards goals

## **6. Stay informed about local issues, trends and opportunities in the field**

- Scan local and state list serves and websites
- Track policy related to projects
- Bring issues and opportunities to the attention of supervisors and share knowledge and resources with staff

## **B. Minimum Qualifications**

- B.A. and/or a minimum 2-3 years relevant experience in field of youth development
- Commitment to social justice, public health, and community organizing as strategies to affect change
- Experience facilitating youth-driven campaigns or projects
- Experience with social media and media relations
- Demonstrated capacity to work with youth and adults from communities of color and low-income communities
- Significant experience in project management
- Strong written and verbal communications skills
- Excellent follow-through skills; detail-oriented, organized, professional
- Experience with community based research or assessment
- Able to work some evenings and weekends
- Able to work in a fast-paced, multifaceted environment
- Computer literate in Mac Platform; proficient in Microsoft Word, Excel and Google Applications
- Capacity to be self-motivated
- Commitment to YLI's values of community, inclusion, innovation, and social justice
- Bilingual/ Bicultural a plus

## **C. Desired Qualifications**

- Experience organizing to win improvements in the lives of youth and/or adults in Fresno, Madera, Merced and Tulare County
- Experience supervision and/or mentorship of youth
- Experience training and providing technical assistance to youth and adult leaders
- Knowledge of Fresno, Madera, Merced and Tulare County neighborhoods and communities very helpful
- Familiarity with social media as a tool for organizing and advocacy

**JOIN OUR TEAM!** To apply, email a cover letter, resume, and a 2 – 3 page writing sample with the subject line **MYNT Program Coordinator - Fresno County** [Imariano@yli.org](mailto:Imariano@yli.org) by **November 6, 2020**. Only complete applications will be reviewed.

*The Youth Leadership Institute is an equal opportunity employer and does not discriminate against its employees or applicants based on race, color, religion, national origin, ancestry, age, medical condition, ability, veteran status, marital status, sexual orientation, or any other impermissible basis. People of color, LGBTQ persons, and people with disabilities encouraged to apply. Youth Alumni who have participated and completed programs at YLI are strongly encouraged to apply.*

*This job description subject to revision.*

