



# YOUTH LEADERSHIP INSTITUTE

## Use Your Voice

THE KNOW YOUTH MEDIA PROGRAM COORDINATOR

### Job Description

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<b>Position Title:</b>	Program Coordinator
<b>Department:</b>	The kNOw Youth Media
<b>1 FTE/Classification:</b>	Full-Time - 40 hrs/week   Nonexempt
<b>Reports to:</b>	Program Manager
<b>Location:</b>	Fresno County - Fresno
<b>Effective Date:</b>	November 2021

**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 over 20 years, yli 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 seven California counties, yli provides customized training, 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.

#### **PRIMARY FUNCTION:**

The full-time Program Coordinator (PC) works in partnership with youth (ages 14-24) to organize, empower and mobilize youth and their communities to win real improvements in Fresno County. 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 and community supporters, and drive countywide and local community youth developed media that mobilizes supporters, creates long-term systems and/or policy change, tell their stories and those of their communities, and builds power for future victories. The major function of this role will be to work to address the needs of youth and communities through a strong public and community health framework by leading recruitment, training and implementation of media programs led by youth from marginalized communities to utilize storytelling, community reporting, and journalism to shift power and narratives in communities.

The PC will identify, recruit, and retain youth and young adult journalists, storytellers, and community reporters; supervise youth leaders; implement and manage youth meetings; support assessments; support base building, develop media and storytelling content; and support 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 programs and 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 programs, campaigns, initiatives, and staff, to prepare appropriate materials, collaborate with community partners, and develop and lead training for youth leaders and other partners.



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#### A. Responsibilities

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

- Sustain recruitment to ensure diverse youth membership in the youth media program(s)
- Conduct outreach to recruit and attract a dynamic and diverse team of youth leaders
- Ensure demographically diverse groups of youth
- Produce appealing and relevant outreach materials

##### 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 youth media curriculum, plan for and deliver developmentally appropriate and engaging workshops and trainings that build leadership and journalism skills, deepen issue and community knowledge, and strengthen connections among members
- Supervise and mentor youth leaders to develop and implement youth-led media programs 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 Media and Content Development and Implementation

- Employ social media tools as a method to organize youth base
- Implement strategies to promote distribution of media content, including social media and web publishing
- Develop capacity of youth and adults to facilitate youth-led community level data gathering and analysis in support of storytelling and community reporting
- Manage coordination of filing monthly stories (print, video, photography, multimedia)
- 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



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- 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 of 2-3 years relevant experience in the field of youth development, journalism, storytelling, communications, community organizing, or community health
- 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
- Excellent writing and editing skills are a must
- 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

- User knowledge of Final Cut Pro, Adobe Creative, and/or other digital editing tools highly desired
- Journalism experience is highly desired
- Experience organizing to win improvements in the lives of youth and/or adults in Fresno
- Experience supervision and/or mentorship of youth
- Experience training and providing technical assistance to youth and adult leaders
- Knowledge of Fresno neighborhoods and communities is very helpful
- Familiarity with social media as a tool for organizing, advocacy, and storytelling

**JOIN OUR TEAM!** To apply, email a cover letter, resume, and a 2-3 page writing sample or creative media sample with the subject line The kNOw Youth Media Program Coordinator to **Johnsen Del Rosario**, [jdelrosario@yli.org](mailto:jdelrosario@yli.org) by **Monday, October 25, 2021 at 5 p.m.** 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 are encouraged to apply. Youth Alumni who have participated and completed programs at yli are strongly encouraged to apply. This job description is subject to revision.*