



COMMUNICATIONS ASSOCIATE/CONTENT WRITER: Digital & Media Outreach

SUMMARY:

NextGen Policy is currently seeking a creative, results-oriented Communications Associate to help develop and execute a variety of campaigns in a deadline-driven, digital-first environment. We are looking for someone with a strong commitment to social equity and justice to capture our brand voice and tone throughout all our external collateral in order to achieve organizational goals and reach target audiences. This person will be a key member of NextGen Policy's Communications team, reporting to the Communications Director. Our organization is currently working remotely, with plans to eventually return to the office in downtown Sacramento.

RESPONSIBILITIES:

- Concept, write, and deliver copy for NextGen Policy's website, microsites, emails and social media properties;
- Under the guidance of the Communications Director, manage and inform social media content across the organization's active platforms (primarily Facebook and Twitter);
- Lead daily collaboration efforts by maintaining social media content calendars, conducting coordination calls, and planning social media campaigns;
- Analyze and report regularly on social media content effectiveness;
- Monitor online conversation around relevant organizational priorities and make recommendations on how NextGen Policy can engage our audience;
- Maintain an understanding of the emerging trends in social media and digital storytelling and effectively utilize them;
- Position our social media presence for growth and engagement with target audiences;
- In collaboration with the Communications Team, NextGen Policy staff, and stakeholders provide input, ideas, and concepts for various communications campaigns;
- Understand NextGen Policy's brand essence and create and develop impactful messaging while maintaining our brand voice and tone;
- Support earned media efforts by tracking media hits and inquiries and drafting press releases as needed;
- Curate and track key state policy reporters;

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- 3 + years of copywriting work for political campaigns, nonprofit advocacy groups and/or in marketing;
- Skilled in writing for various mediums including email, web, and social media;

- Experience in a social media management platform, Hootsuite preferred but not required;
- Demonstration of a clear ability to adapt rapidly to evolving priorities and deadlines;
- Exceptional copyediting, version control, and proofreading skills;
- Strong work ethic and consistent attention to detail;
- Ability to work on multiple projects concurrently and prioritize workload, with on-time and high-quality delivery;
- Ability to work under tight/strict deadlines;
- Solid organizational, communication, analytical, and writing skills;
- Professional and positive attitude, the ability to receive direction and feedback from various sources, and be a team player that thrives in a collaborative work environment.

BONUS POINTS FOR:

- Knowledge of the California state legislative and governmental process;
- Experience with reporting and analytics tools including Google Analytics, Omniture, Facebook Analytics, etc.
- Familiarity with Canva and Asana platforms;
- Experience with WordPress or comparable CMS platforms;
- Bilingual skills are a plus.

Salary Range \$60k-70k and commensurate with experience.

TO APPLY:

Provide a resume, short cover letter, writing samples portfolio, and relevant social media links by **Friday, Feb 18, 2022**. Send all documents as one PDF attachment to: jobs@nextgenpolicy.org. Please name your saved PDF with the title: LastName.FirstName.pdf (Example: Smith.John.pdf).

ABOUT NEXTGEN POLICY:

NGP fights for progressive policy change to address environmental, social, racial, and economic inequities in California through justice-centered legislative advocacy, grassroots partnerships, and democratic civic engagement.

Originally founded in 2014 to focus on climate and environmental policy, in recent years, NextGen Policy has broadened its scope to advance solutions to various economic, and social justice issues. Specifically, our policy portfolio now encompasses topics such as: criminal justice and immigration; healthcare and food insecurity; mental health and voting rights; student loan debt and the Census; veterans issues and consumer protections; disability rights; and affordable housing and environmental justice. We are an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.