



Position Description

The Forum for Youth Investment

SparkAction Content & Engagement Associate

TITLE: SparkAction Content & Engagement Associate

SUPERVISOR: SparkAction Managing Editor

PURPOSE: Provide editorial support to SparkAction.org to ensure consistent, relevant and compelling audience interaction through website and social networks by: assisting the editorial team in maintaining fresh, high-quality, updated content across priority topic and action areas of SparkAction.org and social media channels; helping to report, produce and disseminate adapted and original content (blogs, multimedia); help design and execute effective mobilization campaigns; and support engagement strategy through creative engagement ideas as well as monitoring and reporting on key analytics.

Organization

SparkAction is an online journalism and advocacy platform to mobilize action for and by young people. It is a collaborative effort by leading organizations in the child and youth field, managed by the Forum for Youth Investment. Through campaigns and actionable content, we inform, inspire and mobilize an active constituency to influence the policies and practices that affect children and youth. SparkAction consists of a cutting-edge, interactive website, social media and e-newsletters.

The Forum for Youth Investment is a nonprofit, nonpartisan "action tank" dedicated to helping communities and the nation make sure all young people are ready by 21: ready for college, work and life. Informed by rigorous research and practical experience, the Forum forges innovative ideas, strategies and partnerships to strengthen solutions for young people and those who care about them. A trusted resource for policy makers, advocates, researchers and program professionals, the Forum provides youth and adult leaders with the information, connections and tools they need to create greater opportunities and outcomes for young people.

The Forum manages a number of centers and partnerships, including the David P. Weikart Center for Youth Program Quality, Big Picture Approach Consulting, the Children's Cabinet Network and **SparkAction**. The core work of the Forum is helping leaders, organizations, partnerships and systems – at the local, state and national levels – assess, improve and align their practices and policies.

The Forum is a thriving organization with an annual budget of approximately \$8.16 million and more than 45 staff. The Forum overall and SparkAction in particular are funded by a mix of foundations and corporations with a growing fee-for-service contract base. For more information, please visit <http://www.forumfyi.org/>

Position Responsibilities

- Work with the SparkAction staff to design and execute mobilizing campaigns in close collaboration with coalition partners and ally organizations (priority areas include: juvenile justice, opportunity youth, equity);
- Assist the team with creative deployment of action alerts and digital advocacy/calls to action for SparkAction and partners;

- Support the team in connecting to the Forum's work focused on opportunity youth;
- Work with the team to develop and maintain the engagement strategy, priorities and editorial calendar across SparkAction and partners (focused on key policy advocacy activities, creative content, social media engagement, and authentic youth empowerment);
- Work with the editorial team to execute social media strategy for SparkAction and key campaigns: posting, monitoring/reporting on key metrics, and reviewing to recommend strategic and tactical adaptation as necessary;
- Assist in launching and maintaining the revamped SparkAction.org site, and perform ongoing quality control for content and functions;
- Research, interview, write and post content for SparkAction and partner sites;
- Curate top-quality content for SparkAction.org and partner sites (i.e., identify, summarize and post key content; work with young people and partners to produce and/or adapt and promote youth voice content);
- Write and disseminate e-newsletter, compiling content and calls to action;
- Assist team with creating and maintaining communications relationships with partners;
- Other duties as assigned.

Performance/Character Requirements

The ideal candidate will be an energetic, extremely organized, outgoing professional with the ability to work both independently and as part of a team. Commitment, attention to detail and the ability to handle multiple roles, responsibilities and projects simultaneously are essential. In addition to analysis and writing, this position involves significant interaction with others. The ideal candidate should be comfortable taking initiative and reaching out to others and conveying a sincere and professional tone.

Qualifications

This position requires a creative, energetic person with strong writing skills and an outgoing professional demeanor. Strong written and interpersonal communication skills and the ability to quickly parse complex content and summarize key points are a must. An interest in child and youth development and/or public policy is preferred. Must be comfortable learning and using technology, including website Content Management Systems (to post and administer content on the Web site; SparkAction currently uses Drupal), e-newsletter systems (to send out e-newsletter messages; SparkAction currently uses Constant Contact), social media software like TweetDeck, and video editing software. Working knowledge of HTML and familiarity with and interest in social media flow, engagement and metrics as well as SEO and web engagement best practices preferred. Academic credentials include a B.A. related to communications, journalism, government/policy, children, youth and/or families, or technology.

Working Environment

Flexibility is required to adapt to the dynamic work environment of a small but growing non-profit "think tank" that has national clients and exposure. The climate is informal but mission-driven. Excellence is valued in every position. This position can be located in Washington, DC or New York City.

Position & Compensation

Salaries at the Forum are competitive with comparable non-profit organizations in the region and will be based upon experience and expertise. Salary range, duties and responsibilities of this position meet the requirements of Section 13 (a) (1) of the Fair Labor Standards Act and therefore qualifies it as an "exempt" position.

Please send resume and cover letter with salary requirements to: jobs@forumfyi.org. Applications will be reviewed on a rolling basis. If your application is selected for an interview, you will be contacted directly. No telephone calls or inquiry emails, please.