



Position Description

The Forum for Youth Investment

SparkAction Content & Engagement Strategist

TITLE: SparkAction Content & Engagement Strategist

SUPERVISOR: SparkAction Managing Editor

PURPOSE: Provide network-building and content production support to SparkAction.org to ensure consistent, relevant and compelling audience interaction across all of our channels. Specifically: assist in the relaunch of SparkAction.org and support ongoing fresh, high-quality content on the site and social media channels; work with partners to design and execute effective mobilization campaigns; be a big part of our small nimble team that creatively supports partners' mobilizing campaigns, reports on key metrics, and helps set and execute strategy.

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.

In essence, we function as a niche communications consultancy, working with partners to plan and execute creative online organizing campaigns that integrate youth voice and leadership. We help build movements in the child and youth arena.

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 in DC, New York, Ypsilanti and St. Louis. 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**;
- Work with the team to develop and maintain the **engagement strategy, priorities and editorial calendar** across SparkAction and partners;
- 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;
- Produce (research, interview, write/produce) and curate (from partner sources and by working with young people) **content** for SparkAction and partner sites;
- Write and disseminate a monthly e-newsletter, compiling content and calls to action;
- Assist team with creating and maintaining relationships with partners;
- Other duties as assigned.

Performance/Character Requirements & Qualifications

We are looking for emerging superstars poised to grow rapidly into dynamic leaders. People who are fun to be around, have an insatiable desire to grow and learn, and are passionate about storytelling and social, economic and racial equity. People who are optimistic about what is possible, and are relentless in achieving their goals. People who thrive working in fast-paced organizations that adapt rapidly to change. People eager to constantly try new things, adapt, learn and improve. People who are analytical, see the big picture, and suggest strategic shifts of direction – while simultaneously keeping track of details, and never letting tasks fall through the cracks. People who work hard and take pride in their work, while keeping a smile on their face and a bounce in their step. We love what we do and want you to as well.

The successful candidate will have a bachelor's degree and at least two years of work experience in the nonprofit, education, or government sector or a master's degree in a relevant field. Academic credentials in a subject area related to communications, journalism, child and youth programming, public policy and/or technology are desirable, as is direct experience with content production and/or digital campaigns and advocacy.

An ability to distill complex information into accessible and moving stories, fast turnaround and excellent facilitation and verbal communications skills are a must. We want someone who loves to tell stories that make complex ideas or policy reform efforts easy to grasp, and allies want to take action. We are looking for someone who can walk into a room, tell people about an advocacy campaign, and walk out with business cards of people excited to help. This position is a fit for someone who is excited by experimenting with digital technologies, coupled with powerful voices and stories, to drive action and impact.

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 nonprofit 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 it qualifies as an "exempt" position.

If interested, submit a resume and cover letter specifying the SparkAction Content & Engagement Strategist position with salary requirements to jobs@forumfyi.org.