



Position Description

Forum for Youth Investment

SparkAction Digital Engagement Associate

TITLE: SparkAction Digital Engagement Associate

SUPERVISOR: SparkAction Co-Founder & Managing Editor

PURPOSE: The Digital Engagement Associate will coordinate social media for SparkAction's channels and our managed campaigns, helping us design, execute and measure creative steady-state engagement and activations.

About SparkAction & the Forum for Youth Investment

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. We also provide comprehensive content, social media and e-advocacy supports to partner organizations, coalitions and campaigns working on issues affecting children and young people.

Celebrating its 20th anniversary, **the Forum for Youth Investment** is a national nonprofit, nonpartisan "action tank" committed to changing the odds that all children and youth are ready for college, work, and life. It provides the ideas, services, and professional networks that leaders need in order to make more intentional decisions that are good for young people. The Forum helps leaders increase their capacity to more effectively make the case for and manage the collaborative efforts that are needed to change the odds for youth, improve the alignment and appropriateness of child and youth policy agendas and investments, and strengthen programs' and practitioners' capacity to create environments in which youth thrive across all the systems and settings where young people spend time.

The Forum is a thriving organization with a budget of over \$10 million, a staff of 48, and headquarters in Washington DC. This position is based in Brooklyn, New York, at the SparkAction office. The Digital Engagement Associate will receive training and help play an important role in SparkAction's continued growth. For more information, please visit <http://www.sparkaction.org> and <http://www.forumfyi.org/>.

Position Responsibilities

- Work with the editorial team to develop and execute the social media strategy for SparkAction and our managed initiatives and key campaigns (e.g., LeaderStories, Raise the Age New York, Opportunity Youth United, etc.). This includes researching key issues to develop web and social media content; posting; monitoring and reporting on key metrics, and supporting strategic and tactical adaptation as necessary.
- Work with the team and partners to design and execute mobilizing campaigns in close collaboration with coalition partners and ally organizations (priority areas include: juvenile justice/RaisetheAge, opportunity youth, equity, youth leadership).
- Assist the team with creative deployment of action alerts and digital calls to action for SparkAction and partners.
- Produce and curate digital assets (memes, images, video, infographics, etc.) that are effective both for daily

awareness-building and calls to action.

- Assist the team in producing, curating and sharing top-quality web content.
- Assist team with creating and maintaining relationships with key partners.
- Other duties as assigned.

Performance/Character Requirements & Qualifications

Are you an energetic, extremely organized, outgoing professional with the ability to work both independently and as part of a team? We are looking for emerging superstars who are fun to be around, have an insatiable desire to grow and learn, and are passionate about social media, storytelling and distilling complex information into compelling visuals and posts. People who believe deeply in social, economic and racial equity, and further believe that communications has a role in getting us closer to justice. People who are optimistic about what is possible, love to experiment and solve problems, and adapt rapidly to change. 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. You'll have support to learn, experiment and grow, as well as share your expertise and insights from day one. We are a small, nimble team where everyone works hard and helps one another stay organized and deliver at our best.

We're looking for candidates who have a bachelor's degree in communications, journalism, public relations or a youth-related field and/or one to two years of work experience related to content production, social media and/or digital campaigns and advocacy. Must be comfortable learning and using new technology, including website Content Management Systems (Drupal and WordPress), e-newsletter software; social media management tools like TweetDeck, and video editing software. Possessing a tendency to nerd out about social media flow, engagement metrics, and SEO certainly doesn't hurt.

Working Environment

Flexibility is required to adapt to the dynamic work environment of a small but growing nonprofit that has national clients and exposure. The climate is informal but mission-driven. Excellence is valued in every position. This position is located in Brooklyn, New York.

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 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.

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The Forum for Youth Investment is committed to creating a diverse work environment and is proud to be an Equal Opportunity Employer and drug-free workplace, and to comply with ADA regulations as applicable. All applicants are considered for all positions without regard to race, religion, color, sex, gender, sexual orientation, pregnancy, age, national origin, ancestry, physical/mental disability, severe/morbid obesity, medical condition, military/veteran status, genetic information, marital status, ethnicity, alienage or any other protected classification, in accordance with applicable federal, state, and local laws. We encourage individuals of all backgrounds to apply. If you are a qualified candidate with a disability, please email us at jobs@forumfyi.org if you require a reasonable accommodation to complete your application.