



Position Description

LeaderStories Editor & Engagement Manager

SparkAction

FULL TITLE: LeaderStories Editor & Engagement Manager

SUPERVISOR: Creative Director, SparkAction

PURPOSE: The LeaderStories Editor & Engagement Manager will help the Forum for Youth Investment's SparkAction initiative provide network-building and content production support to LeaderStories.org to ensure consistent, relevant, and compelling audience interaction across all of our channels. Specifically, this role will work with the project team and alumni network to recruit, edit, curate and/or produce compelling written, video, and audio content featuring the impact of for-purpose leaders around the globe, and the supports that enable that impact; coordinate the social media channels; compile regular reports on key metrics, and help set and execute the content and engagement strategy; and generally, be a big part of our small nimble team that creatively supports storytelling, elevating diverse global voices, and connecting and celebrating leaders and change-makers.

Organization & Background

Founded in 1998, 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. The Forum connects leaders to ideas, services and networks that can help them make more intentional decisions that are good for young people, even in the face of limited resources. It helps leaders who are trying to improve & align policies, plan & partner for impact, and/or strengthen programs & adult practice across all the systems and settings where young people spend time.

Launched in 2010 at the Forum, SparkAction is a social impact and storytelling collective dedicated to building a more equitable future for rising generations. SparkAction powers LeaderStories. SparkAction connects young people and their allies to innovative tools and resources that empower them to mobilize action. It creates and deploys digital strategies to accelerate the impact of our partners, equipping them to organize, advocate, and usher in meaningful change. It tracks movement-wide data and trends, connects diverse ideas, and surfaces powerful stories to energize and expand the entire youth ecosystem, and fuel young changemakers. In essence, SparkAction functions as a niche communications consultancy, working with partners to plan and execute creative online campaigns. It helps build movements through storytelling and digital engagement.

The Forum is a thriving organization with a budget of over \$10.6 million, a staff of 50+ and headquarters in Washington DC. Until recently, SparkAction maintained an office in Brooklyn, NY but is currently operating as a fully virtual team. The Forum overall and SparkAction specifically 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 LeaderStories team to build a powerful editorial plan and calendar for LeaderStories.org, using the Content Strategy to guide the themes, topics and content types/frequency, and working with alumni and the project team to ensure relevance.
- Oversee the production of at least 2 videos, 2 articles/blog posts, and 4 FYI posts per month.
- Manage and update the editorial calendar and workflow by (1) proposing topics, themes and leaders for articles and video profiles, (2) working with the managing editor to assign content, (3) recruiting FYI contributors, and (4) assisting the managing director by coordinating deadlines and production process.
- Work with the team to develop and run a corresponding social media calendar for LeaderStories, using Asana.
- Support the LeaderVoices podcast production team by (1) suggesting people, voices, and ideas for audio content, (2) creating and maintaining an effective online presence for the podcast on LeaderStories and key podcast platforms, and (3) coordinating accompanying online content and social media.
- Coordinate all aspects of editorial publication, from final approval to posting and disseminating.
- Work with the team to plan and test creative engagement campaigns to maximize the visibility and impact of LeaderStories content, channels, and calls to action.
- Set social media benchmarks for each LeaderStories channel (LinkedIn, Twitter, Instagram, YouTube) that outlines posts/day and goals for growth & engagement. Produce and analyze monthly reports against these targets.
- Manage the LeaderStories social media channels daily to ensure engagement, conversion to site visits and growth aligned with the above metrics.
- Assist in overseeing editorial and production interns, freelance writers, and content contributors.
- Other duties, as assigned.

Performance/Character Requirements and 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 narrative, digital 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 for this position will have a bachelor's degree and at least five years of work experience in media or communications related fields, preferably in or with 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, media

production and/or technology are desirable, as is direct experience with content production and/or digital communications.

An ability to distill complex information into accessible and moving stories, fast turnaround and ability to meet deadlines, and excellent facilitation and verbal communications skills are a must. We want someone who loves to tell stories that make complex ideas easy to grasp, and bring vibrant human-centered stories to life. Someone who is creative, and eager to learn about what engages our audiences, while paying attention to the emerging science of narrative and framing, and the ways in which language and story can reinforce biases or break through them. Someone who is an organized and compassionate story nerd, who can manage an editorial calendar and work with other content producers and to get the highest quality content, on time and on budget, through a process that respects and energizes everyone. This position is a fit for someone who is excited by experimenting with new media, technologies and platforms, coupled with powerful voices and stories, to drive connection and impact.

Working Environment

Flexibility is required to adapt to the dynamic work environment of our small but growing nonprofit team, which spotlights international efforts and partners. Our climate is informal but mission-driven. Excellence is valued in every position. This position may be located remotely from the project team in New York City, but the staff must be available for meetings during U.S. working hours, and will be expected to travel occasionally to be with the team, when it is safe to do so.

Position & Compensation

The 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 as an "exempt" position. The salary is targeted in the high \$50s, with a comprehensive benefits package that includes medical, dental, and vision insurance; short- and long-term disability; a 403(b) retirement program; and generous paid vacation, sick and holiday time.

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.