



NOW HIRING: Communications Manager at New Era Colorado - Summer 2017

We seek a full-time Communications Manager to work across communications platforms to tell the world what we do and what we stand for, and to mobilize young people in Colorado to fight for progress on the issues we care about. In this role, you'll manage all aspects of our online presence, develop compelling messages that move young people to action, and grow our following to deepen our impact. Whether it's ensuring Colorado understands the impact young voters will make in 2018, amplifying the stories of young people impacted by the student debt crisis, educating young people on racial justice issues, or using creative online organizing tactics to destigmatize abortion, you'll play a key role in nearly every aspect of the work that we're doing. We're looking for a compelling strategic thinker who can translate a passion for the issues into powerful narratives and online campaigns, and make clear connections between various online and offline tactics in order to amplify New Era's impact. If you're a great writer, can tell captivating stories to a variety of audiences, and can juggle multiple high priority projects we strongly encourage you to apply—'cause seriously, this is the role on our team that gets to have all the fun (trolling Betsy DeVos, making jokes about Millennials killing Applebee's, applauding solid social justice commentary from a Netflix show, etc...).

About New Era

New Era Colorado is working to reinvent politics for young people, mobilizing and empowering a new generation to participate in our democracy to make Colorado a better place for everyone. We register and turn out thousands of young voters every year, we work on issues like election access, economic justice, abortion rights and climate change, and we train hundreds of young leaders to create change. We've registered more than 150,000 young voters, passed policies like online voter registration, given out more than 60,000+ buttons that say "Vote, F*cker" on them (good, right?), and made two viral videos ([This Is Why We Vote](#); [Campaign for Local Power](#)). Our team is deeply dedicated to social change, and takes the work very seriously—but not ourselves. We'll never miss an opportunity to get a zoomed-in screenshot of you making a weird face in a group photo. We regularly communicate using gifs. Very few of us were cool in high school. We truly believe in the power of young people. Get to know us: [Our website](#) | [Our Facebook](#).

Job Responsibilities

- **Planning and strategy (15%)** | Develop and implement a strategic communications plan that raises New Era's profile, lifts up young voices, tells compelling stories about young people creating change, proactively frames and advances our issue campaigns, and encourages people to take action, get involved, and give to New Era. Plans emphasize a focus on race and equity.
- **Ongoing communications with our audiences (30%)** | Write and edit content for (and fully manage) our websites, email list, Facebook pages, and other social media platforms to maintain an active and engaged following on a daily and weekly basis. Incorporate a strong racial equity lens and narrative into communications. Identify opportunities to engage in rapid response work, elevate young voices and the work of our partners, share important stories, and highlight our work with our audiences on an ongoing basis.
- **Digital engagement and advertising (35%)** | Plan and execute creative online organizing campaigns that advance New Era's goals. Leverage online platforms (email, our websites, social media pages) to grow our reach and audience (especially with young people of color), raise funds, and to drive online action as well as offline turnout that complements our field work, leadership development and volunteer programs. Design, implement and evaluate digital advertising campaigns (including through Facebook and Google AdWords), that encourage political participation and support our issue work.
- **Issue framing and message development (10%)** | Work closely with the Advocacy Director to develop strategic, emotionally compelling, intersectional campaign messages that frame the issues young people care about most to maximize engagement. Regularly evaluate the impact of our messaging and advance a strong narrative around youth power and leadership that supports and enhances all of our work.
- **Graphics, materials and branding (5%)** | Channel New Era's youthful and irreverent brand to create basic shareable graphics and create a variety of printed materials. Projects could include talking points, reports on our work, voter guides, and field materials. (Note: our design processes are not super sophisticated—we use Canva for most things—so it's ok if you have some learning to do around this!)

- **Narrative building and press work (5%)** | Help to position New Era to craft the narrative around young voters in Colorado and to be widely seen as an expert in young voter mobilization. Assist the Advocacy Director in getting our message into the news via pitching, op-eds, LTEs, etc.

Qualifications

- Deep commitment to New Era's mission and a determination to engage young people in tackling the issues facing our generation, including economic and racial justice, climate change, and reproductive justice.
- Outstanding written communication skills, and an ability to write and produce content for a wide variety of audiences (formal & informal) in our organization's voice. Ability to write/produce funny, punchy content that appeals to a wide audience of young people.
- Strategic and analytical thinker with strong problem-solving skills. Ideally, you can continuously enhance the effectiveness of our plans and tactics to ensure we're moving efficiently towards the right goals. You have good judgment about what to say and how to say it (or when to ask for help or a gut check), or what not to say and why.
- Self-starter who shows strong initiative, sets high standards for individual and team performance, and is committed to constantly improving upon every aspect of our work.
- Highly organized (seriously) & detail-oriented, with ability to effectively manage projects with many moving parts to produce high-quality results in a timely manner.
- Work style that is flexible, respectful, collaborative and nimble; brings a commitment to maintaining a supportive, empowering work culture. As we're working to engage more young people of color and to advance diversity, inclusivity and equity within our organization and through our work, we are looking for folks who bring experience working with communities of color in particular. personal commitment to diversity, equity and inclusion is a must.
- Positive and solutions-oriented—we need people who can celebrate the great things we have, see the places we can improve, and come up with specific ways to help make those changes happen
- Bonus points for any of the following: Spanish language skills (written & oral), experience with Adobe Creative Suite, HTML, CSS, video editing skills ,experience designing, implementing and managing online organizing projects, graphic design skills (or you can put together something clean and in line with our brand without real graphic design skills using something like Canva, for example).

Please note: What we care most about is that you are strategic, a strong writer, and eager to learn and improve your work. If you've got some of this but not all of it, we'd still encourage you to submit your application!

Position details

This is a full-time, permanent position based out of New Era's Denver office (which is actually a cozy little house), reporting to the Advocacy Director. New Era provides a comprehensive benefits package, including medical and dental coverage (with 75% of the premium covered by the employer), a SIMPLE IRA retirement plan with a match of up to 3% after 1 year of employment, an annual RTD Ecompass (free public transit!), paid sick and vacation time, a paid sabbatical after 5 continuous years of employment, an annual professional development budget, and enough pizza during election times to make you stop liking pizza for a few months. Salary range is high 30s to mid 40s, commensurate with experience.

New Era Colorado is an equal opportunity employer. We welcome applications from all, and strongly encourage women, people of color, people with disabilities, immigrants, refugees & LGBTQ people to apply.

To apply

Please email your resume and cover letter as a single PDF attachment (all of those documents in one single PDF) to Commshiring@Neweracolorado.org, to the attention of Charley Olena. In your cover letter, please describe why you want to do this job in particular at New Era, and how you found out about the position. This position will be open until filled and will be removed from our website once it is filled (if the posting is still up, you can and should still apply!). No phone calls please.