NOW HIRING: Communications Fellow at New Era Colorado

Summary
We’re hiring a part-time Communications Fellow who will be in charge of implementing a strategic communications plan that puts a spotlight on youth voices in Colorado politics. You will directly impact the results of the 2020 election cycle, ensuring that young people and other key audiences gain critical access to information and leadership development opportunities through our programs. Working with the Communications Manager, you’ll have opportunities to develop skills in issue advocacy, writing for causes, and building press relationships.

You’ll lead the curation of content for our various audiences, including handling daily social media management, crafting and sharing powerful stories from the field, and reaching out to the press to ensure our biggest moments and victories receive coverage. Our programs are only as good as the number of young people we reach—traditional and social media are the best tools to reach a broad audience of young people to mobilize before and after Election Day. We’re looking for a talented communicator who knows how to write engaging and motivating copy within a brand’s voice, can leverage digital tools to activate our base and reach new audiences, and has the organizational skills to stay on top of communications for several simultaneous campaigns across various platforms.

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 200,000 young voters, passed policies like online voter registration, public loan forgiveness education, and oversight for predatory student loan servicers, 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 and we regularly communicate using gifs. We truly believe in the power of young people. Get to know us: Our website | Our Facebook.

Job Responsibilities

Content curation and production | 50% | Lead content curation and production for our audiences by monitoring the news and searching the web for articles relevant to our work and key issues that impact young people like climate change, student debt, election access, and reproductive rights. Write and schedule social media content using the articles found, staff submissions, partner requests, and original content we produce. Write and post blogs and other updates to be published on our website, Medium account, and shared across our social media platforms.

Traditional Media | 20% | Write letters to the editor that promote our bills and campaigns and inform the public about youth issues, especially student debt. Send out press releases and conduct additional press outreach around major events and victories to make sure we create buzz around youth political power.

Events and on-the-ground communications | 20% | Show up to all major New Era events, hearings for our bills in the legislature, and other field opportunities to assist with getting pictures, taking video, and posting live updates to our social media accounts.
Use Adobe Photoshop and Illustrator to create simple graphics for our social media. Assist in fulfilling basic design requests from field staff for printed materials, like posters, flyers, and handbills. Experience with Adobe Creative Cloud programs is preferred, but training can also be provided.

Qualifications

We are looking for someone who can communicate around a variety of issues in a way that is compelling and easily understood by disparate audiences. You should be a strong writer who can follow messaging guidelines and speak within a distinct brand voice. Because we’re working to better advance equity and inclusion through our work and within our organization, we seek candidates who bring a strong commitment to applying equity and inclusion principles.

- Highly organized, with consistent and careful attention to detail that ensures all communications needs are met on time, with no mistakes. You will be working on several campaigns at the same time, so the ability to keep track of multiple projects at once is critical.
- Strong written and verbal communication skills, and an ability to communicate with a wide variety of audiences across different platforms, whether in a short, clever tweet or informative blog post.
- Strong personal commitment to diversity, equity and inclusion and willingness to participate enthusiastically in our current organization-wide assessment of our practices in these areas.
- Work style that is flexible, respectful, collaborative and nimble; brings a commitment to maintaining a supportive, empowering work culture.
- Deep commitment to New Era’s mission and an interest in tackling the issues facing our generation, including economic and racial justice, election access, climate change, and reproductive justice.

Note: What we care most about is that you are consistently organized, a strong communicator, and passionate about amplifying youth power. If you’ve got some of this but not all of it, we still encourage you to submit your application!

Position details

This is a part-time, seasonal position that begins in early March and ends after the November election. The position is based out of New Era’s Denver office and reports to the Communications Manager. Pay is $15 per hour with 10 hours of work expected a week. Preferred start date is spring 2020. **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 and LGBTQ people to apply.**

To apply

Use this Google Form to submit your application materials. 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.