

JOB DESCRIPTION | Communications Associate - Digital Media

Core Functions Help develop and execute communications to support the mission of the Afterschool Alliance
Provide general support to Afterschool Alliance communications team

Supervisor Communications Manager

Classification Full-time, exempt

Summary The Associate will work with the Communications Manager to implement advocacy and communications strategies aimed at expanding investments in quality afterschool, before school, and summer programs for children nationwide and communicating the importance of these programs. The Associate will manage social media and web presence, including drafting blogs and social media posts; organizing and activating grassroots advocacy efforts; maintaining calendar for blog and social media content; keeping website resources up-to-date; and using analytics to improve the effectiveness of communications. The Associate will maintain the style guide for the organization, proofread documents for publication, and assist with policy and research efforts, grassroots mobilization, and hallmark events, such as Lights On Afterschool and the Afterschool for All Challenge.

Responsibilities & Tasks Essential duties and responsibilities include the following:

- Under the guidance of the Communications Manager, developing and implementing digital advocacy and communications strategies
- Drafting blogs, social media posts, web pages, emails, one-pagers, presentations and other communications
- Maintaining the organization's social media presence (Facebook, Twitter, LinkedIn, Pinterest, and Instagram) and using social media to broaden reach and engage target audiences
- Updating sections of www.afterschoolalliance.org on a regular basis and making suggestions for improvements/additions, including but not limited to Lights On Afterschool, news and homepage updates, Afterschool for All Challenge, program tools
- Creating graphics and/or working with designer to generate graphics for use on social media
- Shooting and editing photo and video content
- Proofreading and editing materials for staff
- Representing the Alliance at professional conferences, through public speaking/presentations and staffing the Alliance exhibit booth, and at events and briefings
- Assisting with general project administrative support tasks and other duties as assigned

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| Knowledge, Skills
& Abilities | <ul style="list-style-type: none">• Outstanding writing skills – including the ability to convey information to a variety of audiences, including federal, state and local policy makers, researchers, advocates, local afterschool program staff and the public• Knowledge and proficiency in social media management and email marketing; website and/or design proficiency a plus• Excellent interpersonal skills• Proficient in MS Office Suite,• Strong organizational skill and ability to manage multiple projects under tight deadlines• Detail-orientated and work well in a team setting |
| Minimum
Qualifications | <ul style="list-style-type: none">• Bachelor's degree• Experience in communications, in particular social media• Experience or demonstrated interest in education or youth development |