



# PARTNERS FOR YOUTH EMPOWERMENT

## **JOB ANNOUNCEMENT: COMMUNICATIONS MANAGER**

Location:	Remote/virtual. Headquartered in Langley, Washington, we are open to candidates from anywhere in the U.S.
Salary:	\$65-75,000 in exchange for 30 hour workweek
Benefits	Full medical, dental insurance; retirement after 1 year
Start Date:	August 1, 2022 (or earlier if mutually agreeable)
Application Deadline:	Rolling, preference given for applications received by June 24
Report to:	Director of Development and Communications

## **POSITION SUMMARY**

Partners for Youth Empowerment (PYE) is looking for a creative, organized and dynamic communications and marketing professional to design storytelling magic with our spirited team! We seek a person who is imaginative and detail oriented, who demonstrates a zeal for taking big concepts and ideas and transforming them into stories and images that capture hearts and minds and inspire action, someone who brings a proven track record of writing, designing and delivering communications campaigns on multiple channels with high impact, someone with a passion for youth empowerment, racial justice and social change. If this sounds like you, please read on!

The Communications Manager will be responsible for content and collateral ideation and creation, overseeing the social media strategy and execution, managing the website content, and serving as a collaborative partner in creating a communications and engagement plan that tells the PYE stories in ways that honors, celebrates and nurtures our existing community members and effectively attracts new friends and supporters.

The ideal candidate for this role brings passion, creativity, attention to detail, a collaborative working style and critical consciousness to implement inclusive and strategic communications. We would like to attract someone who is enthusiastic about the creative arts and passionate about advancing racial justice and social change. We seek to cultivate a multi-cultural and racially diverse team and we value the perspectives of people who share the lived experience of youth who have been historically marginalized.

We are blessed with a community of talented social artists who have taken turns at energizing our communications over the years, without the benefit of an organized

communications plan, professional experience in communications or sufficient resources. Now we have better structure and capacity to bring a full-time person onto the team to fulfill our communication needs, and we are well-positioned and eager to dedicate the time, energy and investment to collectively energize our story-telling potential and create new engagement strategies to help us achieve our big goals.

### **ABOUT PARTNERS IN YOUTH EMPOWERMENT:**

Partners for Youth Empowerment is a global non-profit, based in the Seattle, WA area dedicated to liberating the creative potential of young people. Our creative community model empowers young people ages 13-19, along with educators, youth workers and social artists who support youth in their communities. PYE is in an exciting time in its evolution. We have just landed some major contracts and new investors that are calling us to both deepen our purpose and expand our global network—and we are embarking on an incredible journey.

Since 1996, our Power of Hope camps have inspired and uplifted thousands of young people to express their creative confidence, develop positive identity and build relationships across differences to strengthen their communities. We have trained thousands of youth and adults in more than 20 countries with our creative community model. Together with our global network of Creative Facilitation practitioners and partner youth organizations, we have touched the lives of hundreds of thousands of young people around the world.

We are a small but mighty staff working with a modest budget, yet because we work collaboratively and innovatively, together with our practitioners and partners, we are able to achieve a large impact. As young people today are facing intersecting traumas and systemic inequities such as racial injustice and climate catastrophe that deteriorate health, society, communities, families and the earth, we are reckoning with our responsibility and our own creative potential to serve them even better than before.

### **ESSENTIAL JOB FUNCTIONS:**

- Hold primary responsibility for all of the daily communications and marketing efforts at PYE.
- Report to the Director of Development & Communications and collaborate with the PYE core staff team and community of social artists and youth who are involved in our programs.
- Design, develop, and implement an integrated external communications & marketing plan that directly supports the mission, vision, impact aspirations and strategies of PYE.
- Execute and manage communications and marketing strategies and campaigns designed to amplify PYE's work, happenings, impact, and fundraising efforts.
- Support the Director of Development & Communications in creating donor-centric materials such as cases for support, annual reports, grant proposals, and additional outreach and fundraising materials as needed.
- Write and create content for all of PYE's print and digital publications and materials (e.g. newsletters, reports, brochures, flyers, etc.);

- Work closely with PYE team members to draft content for announcements to our network.
- Manage all website related content, projects, and updates.
- Develop and execute a social media strategy
- Track and draft communications and marketing reports as needed (i.e. social media analytics and ad budgets)
- Attend and actively participate in PYE core team meetings, retreats, and communications related programs and meetings.
- Develop a deep knowledge of the programming, and build trust with program team members and the young people & youth workers we center, in order to translate stories of impact into communication strategies and materials.

## QUALIFICATIONS:

PYE is an organization that values lived experience above formal credentials. In an effort to shift our practices to become a more equitable organization, we recognize and appreciate a candidate with the commensurate experience and accomplishments relevant to the responsibilities for this position. The person selected for this role will be joining a small team with a shared leadership approach.

The ideal candidate is confident in their creativity and is up to date with trends and changes in the field of marketing and communications, including using video and other forms of social media to communicate and engage.

### Knowledge, Skills, and Experience

- Excellent communication skills and ability to articulate the mission and vision of PYE to diverse audiences.
- A minimum of 3 years of successful professional experience working in communications, marketing or work from a transferable field.
- Skilled writer, editor, graphic designer and content creator with experience in social media communications.
- Self-starter, results-oriented, entrepreneurial, creative, innovative thinker, and doer
- Prior experience in the youth sector and passion for youth empowerment is a huge plus
- Espouses the \*Essential core PYE values (see below)
- Ability to work in fast-paced environment
- Excellent organizational skills and attention to details

Successful candidates will demonstrate an ability to create compelling and powerful messages and campaigns and an ability to use the following or similar digital communications and marketing tools and platforms. We currently use:

- Hootsuite & Sprout Social for scheduling social media post on LinkedIn, Youtube, Facebook, Twitter, and Instagram
- Canva for design

- Asana for project management
- Wordpress for our website
- iContact for email campaigns and newsletter
- Salesforce for customer relationship management

Like all of our positions, the Communications Manager will work remotely. The majority of our team lives in the Seattle area, but we are open to candidates who live in other locations in the United States. We use a collaborative and flexible work schedule that makes the most of time we spend together online, occasional in-person gatherings, and innovative use of asynchronous channels and platforms of communication such as Google Teams and Asana.

### **ESSENTIAL CHARACTERISTICS:**

At PYE we embrace personal and organizational healing as part of work. We position ourselves as learners, commit to self-exploration and growth, demonstrate vulnerability and authenticity, and ground our work from a position of abundance while embracing complexity.

In this spirit, we follow a 30-hour work week as a key value of holistically supporting staff, humanizing work and living into values of restoring ease and well-being, amplifying our creative agency to serve our purpose and maintaining healthy commitment to community.

PYE believes it is *essential* that every member of the team embodies our certain characteristics to create healthy and creative spaces for ourselves and young people to thrive. A PYE Core Team Member is a relational person who fits into a culture that is deeply committed to fostering community spaces in which the following needs are tended:

- Expressing ourselves through artistic practices accessible to everyone
- Developing emotional resilience and exploring our inner worlds
- Nurturing relationships with ourselves, each other, the land and community
- Standing in our truth and power, and holding ourselves and each other accountable
- Practicing a multi-racial, inclusive commitment to social justice

We are committed to creating an even more diverse team and are proud to be an equal opportunity employer. We encourage and value applicants with lived experience in non-dominant social locations.

### **BENEFITS:**

- Flexible scheduling, remote work and a 30-hour work week
- Full medical and dental insurance
- Paid holidays and sick leave
- Retirement benefits begin after one year of employment
- Mentoring and professional development opportunities

**TO APPLY:**

To apply for this role, please send a cover letter telling us why this role and PYE's purpose feels like a great fit for your goals, skills and passion along with your resume to [jobs@pyeglobal.org](mailto:jobs@pyeglobal.org)

Applications will be accepted on a rolling basis, with preference given for applications received by June 24, 2022.

For more information about Partners for Youth Empowerment please visit [www.partnersforyouth.org](http://www.partnersforyouth.org).