

**IGNITE Communications Coordinator - National****About IGNITE**

IGNITE is a national, non-partisan 501c3 that is a movement of young women who are ready and eager to become the next generation of political leaders. We offer civic education, exposure to elected women, hands-on training and work opportunities, and a peer network of women who support each other's aspirations.

**IGNITE Structure:**

IGNITE has a national office (located in Oakland, CA) that is responsible for:

- Developing and codifying IGNITE programs, packaging them and making them digitally available.
- Developing a national communications calendar (including social media) and writing all communications.
- Developing national partnerships.
- Working in partnership with staff to prepare individual, foundation and corporate proposals.
- Working in partnership with staff to raise individual contributions from supporters across the US.
- Securing corporate sponsorships to support national-scale work.
- Developing annual budgets and managing all agency resources.

IGNITE is on a fast growth trajectory. Our current team is comprised of 15 full-time and 20 part-time staff, working in communities across the country. The California office is co-located with the national office. So while this position reports to the Communications Director she will need to maintain positive, collaborative relationships with all organizational staff in other parts of the country.

**Position:** Communications Coordinator (FTE)

**Reports To:** Director of Communications

**Department:** Development & Communications

**Summary/Description:**

This position is responsible for supporting the execution of a comprehensive communications strategy and marketing plan for IGNITE to engage and grow the IGNITE community of supporters, program participants, alumni, and stakeholders. In this role, the Communications Coordinator will develop website content, manage social media on a daily basis, help to write key publications, and gather stories, videos, and photos of program participants that document the work of IGNITE. The Communications Coordinator will engage the IGNITE community by producing timely and strategic content for IGNITE's multiple social media and multimedia platforms. IGNITE communications reach a varied audience, including high school and college women, educators, partners, donors, and more. Messaging must be segmented and strategically crafted to appeal to each subset of this wider community. The coordinator will collaborate with the team to develop messaging campaigns to advance the mission of IGNITE and coordinate other programmatic tasks as needed.

## **Job Responsibilities:**

- **Website, Email & Social Media Content**
  - Develop new content and maintain website. Write new stories, create new pages, and solicit updates from other departments.
  - Produce mass email communications.
  - With the Director of Communications, execute social media strategy for IGNITE. Post, monitor, engage.
  - Liaison with facilitators, college chapters and college councils to develop and college content.
  - Collaborate in the creation of training materials and opportunities for College Chapters on communications-related topics.
  - Monitor analytics and create reports detailing the successes and failures of communications campaigns and strategies.
  - Stay up to date on industry trends and make recommendations for adjustments to communications strategies and practices.
- **Marketing & Communications Publications**
  - Assist in developing and implementing a communications strategy designed to further organizational objectives.
  - Write and solicit content for key organization publications including:
    - IGNITE'S Newsletter
    - Participant Profiles
    - Articles
    - Brochures, fact sheets, etc.
  - Conduct frequent participant interviews to be used for newsletters, direct mail, website, press conferences, etc.
  - Maintain and manage the organization of IGNITE's photo library by taking photos, seeking pro bono photography, contracting with paid photographers, collecting photos from participants, to capture our work and the work of our fellows and chapters.
  - Develop video content for use on the website and social media.
  - Support automated marketing campaigns and Google Ads.
- **General Development & Office Work**
  - Assist with the organization and implementation of Development and Program department events
  - Work with all members of the Development team to achieve IGNITE's fundraising goals.
  - Help establish and maintain internal communications to keep staff informed of the work of the organization.

- Manage interns and volunteers as necessary.

**Qualifications for Communications Coordinator:**

- Demonstrate a commitment to IGNITE's mission.
- Preferred two years of related experience in a field relevant to communications, public relations, campaigns, digital marketing, and social media; or an equivalent combination of education and experience.
- Prior experience in non-profit communications and/or fundraising preferred.
- Demonstrated ability to write strategic, engaging, and grammatically correct content for newsletters, website content, social media, marketing materials, etc.
- Experience using various social media platforms and knowledge of social media engagement strategies and analytics. Experience managing social media for an organization or business preferred.
- Superior time management and organizational skills and ability to juggle multiple projects and meet deadlines in a high-energy, fast-paced environment.
- A collaborative approach to projects
- Comfort working remotely with team members across three time-zones and the ability to navigate virtual work environments.
- Self-starter, looking for a great opportunity to grow and develop their career.
- Graphic design experience a plus in order to create visually compelling materials.
- Experience in digital marketing campaigns and knowledge of email marketing software.
- Experience with website management tools like Wordpress.
- Familiar with Google Docs, MS Word, Excel and Powerpoint.
- Experiences with CMS platforms, like NationBuilder, EveryAction, or Salesforce
- Fearlessness in learning new software.

**To Apply:**

Please send your current resume, cover letter and a writing sample to Kirsten Rogers at [kirstenleah@ignitenational.org](mailto:kirstenleah@ignitenational.org).