

Job Description

Dream Resource Center Communication Coordinator

The Dream Resource Center Communications Coordinator will work to increase the visibility of the Dream Resource Center (DRC) and immigrant youth issues, with an emphasis on the program's health projects.

Specifically, the communications coordinator will engage the center's networks by producing timely and strategic content for the project's multiple social media and multimedia platforms. The coordinator will collaborate with the project team to develop messaging campaigns to advance the mission of the DRC and coordinate other programmatic tasks as needed.

The communications coordinator will also build relationships with traditional/earned media and place stories, with an emphasis on increasing the profile of immigrant youth at the forefront of local and statewide policy issues.

Core Functions and Duties

70% - Communications - Social Media/Network engagement/Content production

- Manage and produce written and visual/multimedia content for email listserv, website, and social media networks to raise the visibility of the DRC.
 - Write and design regular content for website and email list
 - Use Photoshop and InDesign to create memes and edit photographs.
 - Develop and post regular content for Facebook, Twitter, Instagram, Tumblr, and other social media platforms
- Participate in key social media and UCLA Labor Center-wide communications team meetings.
- Plan and manage projects that use visuals, video, and/or multimedia storytelling to support the DRC's work. Potential projects could include producing short web videos or infographics on timely issues, supervising design consultant work, and designing flyers.
- Manage Dream Resource Center's website, including overseeing the production of new content and shepherding its ongoing development

20% - Communications - Media Relations

- Build relationships with media outlets and key communications partners that will lead to mainstream media coverage of the center's events.
- Track news coverage of the DRC and its key issues.
- Respond to media requests in a timely manner.
- Work with DRC team members to generate and release media advisories, press releases, and statements and proactively pitch outlets around key issues.
- Develop talking points for pertinent current events and programming for use by staff and allies.

10% - Program Coordination

- Strategize with coordinating team on direction of health campaign via social platforms
- Develop and incorporate new communications tools and creative disseminations strategies to strengthen the DRC's programming.
- Keep track of current issues and strategies in the immigrant youth movement to leverage opportunities for DRC communications.
- Support the implementation of new communications initiatives.

Skill Requirements

- Lived or work experience with undocumented youth issues/experience in working with diverse communities or social justice organizations.
- Experience using various social media platforms and knowledge of social media engagement strategies
- Graduation from college and two years of related experience in a field relevant to communications, public relations, marketing, journalism; or an equivalent combination of education and experience.
- Demonstrated ability to write and edit clear, engaging, and grammatically correct content
- Demonstrated oral communication and interpersonal skills sufficient to convey information in a clear, concise way, synthesizing information and presenting it to others
- Creative thinking and proven systematic organizational skills to work independently without supervision, determine workload priorities to complete work in a timely manner, and identify and resolve problems.
- Strong visual eye
- Proven skill at working in a collective environment, including interpersonal skills to interact sensitively with colleagues, students, community members, and workers from diverse social, cultural, and educational backgrounds.
- Bilingual in Spanish and English; proficiency in written and oral Spanish; multiple languages a plus
- Demonstrated skill developing relationships with and pitching news stories to media.
- Fearlessness in learning new software independently
- Graphic design skills and video/multimedia production (preferred)
- Experience with Adobe Creative Suite, Wordpress, Hootsuite, and Mail Chimp (preferred)

To Apply:

- Complete webform application
 - Visit the link: <http://dreamresourcecenter.webform.com/form/13305>
 - You will be prompted to submit the following documents for the application:
 - Cover letter

- Short answer prompt
Reflect on your connection to the immigrant rights movement and/or broader social justice movements, and your interest to increase visibility on such issues. 200 word maximum.
- Resume
- List of References
A minimum of two references are required. For every reference include name, title, email, phone number, and relationship.
- Writing Sample
The writing sample should reflect recent work and/or relevant content. For example: Op-ed, news article, blog post, or similar content preferred.
- Design Sample
The design sample should demonstrate your visual skills in design, video, or other multimedia.
- Selected candidates will be contacted for an interview.