Communications Manager Job Description

Youth Rise Texas is a burgeoning nonprofit organization whose mission is to uplift teens harmed by criminalization so that they may heal, take action, and cultivate compassionate communities. This summer, we are seeking a Communications Manager to join our organizational family. This individual is someone who has a deep love for helping others with lived experience of injustice to tell beautiful, compelling stories of resilience and power that inspire action in others. If you are someone who desires to work in a fast-paced environment with a visionary leadership team; if you are seeing the national moment and want to harness it in the service of justice; if you are excited about building youth power to end criminalization and change the landscape of Texas forever - this could be your new movement home! We’re seeking someone who will help us build upon our successes and help us spread the powerful voices and stories of youth impacted by criminalization and deportation.

The Communications Manager will be responsible for creating compelling, branded content to spread across all of our digital communications platforms, will increase our organization’s social media following, will support our Development Director and leadership team in the communications aspects of our fundraising work, and will ensure our organization’s important stories are told again and again in the local and national media. In the next 12 months, this individual’s work will support our organization to engage in virtual, and when safe, in-person voter registration campaigns; to launch and win scalable, youth-led decriminalization efforts at the local and state level; and to train a cohort of 100 youth in restorative healing practices. Together, this person will work with our staff and leadership to shift the national discourse about criminalization and deportation and will help us build a youth-led, intersectional movement to end the harms these systems cause.

Youth Rise Texas
We are a power building organization that is led by women of color who are directly impacted by systems of criminalization and deportation, and we are committed to transformative organizing and healing justice. Through a variety of programming we create space for directly impacted youth to step into their own power and train them to be leaders in movements for social change while also centering the importance of personal healing and wellbeing. Since our founding in 2015 we have become an authoritative voice both locally and nationally on innovative, youth-led approaches to youth development and civic engagement for young people impacted by mass incarceration and immigrant deportation. Now, in 2020, we are scaling up our operations, programs, and membership building efforts to meet the moment we find ourselves in, and we are looking for a leader with a demonstrated history of translating positive work into virally-shareable stories and visuals that will help drive the narrative that can help our organization lead our state and nation through this pivotal moment.

Qualifications:
We are seeking someone with a minimum of 3 years experience in a similarly advanced role, and a minimum of 5 years working in the field more generally. To be considered, you must have demonstrated experience working with directly impacted people to respectfully harness
and promulgate their stories (IE: experience working with workers, youth, abuelas, aunties, families, etc in a previous role).

This person will be responsible for the following work, and will be required to demonstrate proven expertise with the following:

- Using your digital design skills and our organization’s branding guidelines to create visual branding & graphics to represent the organization’s events, programs, and campaigns
- Managing aspects of our social media presence, including substantially growing our social media following, running messaging tests, & developing shareable stories about our members and work
- Supporting fund development efforts by owning the creation of event branding & running the event comms components on social/digital platforms
- Developing organizational messaging during campaigns and in moments of “response” to external forces and the news cycle
- Building a YRTX media list that includes contacts at local, statewide, and national outlets
- Placing stories about our organization’s events, work, campaigns, and issues with those outlets
- Running issue-oriented advocacy online campaigns using compelling values-based messaging
- Experience working with directly impacted people to harness and promulgate their stories (so workers, youth, regular community folks, abuelas families mamas etc

Ideal candidates will also possess some of the following:

- Experience managing other staff
- Experience working on fundraising campaigns/working with a development team
- Experience working with youth of color
- Experience working with social media influencers & cultural workers to run advocacy campaigns online
- Fluency in Spanish preferred but not required
- Lived experience, and thus, ability to speak experientially on, life as a person impacted by the criminal justice and/or deportation systems

**Compensation:**

Compensation depends on experience; the salary range for this role is highly competitive ($50,000-$65,000), and includes a generous benefits package. This position should start as soon as possible but no later than August 1; Start date may be flexible for the right candidate. Youth Rise Texas is an equal opportunity employer, and we make a particular effort to recruit people of color and those harmed by the criminal justice system to apply for open positions.
How to apply
Please send a cover letter, resume, a 1 page pitch or writing sample, and two pieces of visual content that you have developed to jobs@youthrisetx.org with Communications Manager in the subject field. Applications will be accepted until the position is filled. Please do not call to inquire about the status of your submission.