

Title: Visibility Manager

Reports to: Director of Visibility and Operations

Salary, part-time (20-25 hours) with the possibility of moving full-time

Benefits: Free parking, fitness center membership, free access to recording studio for personal projects (when available), annual use of Youth Media Studio for approved personal events (such as graduations, baby showers, birthday party, etc.), flex schedule and the opportunity to work remotely when necessary.

Start Date: September 8th, 2020

Location: 1301 W. 10th Ave. Denver, CO 80204

Compensation: \$24,000 - \$30,000 commensurate with experience

The Opportunity

Youth on Record is seeking a dynamic, highly skilled, creative team member who is passionate about our mission and commitment to racial and social equity and advancing the next generation of creatives. As a team, we are committed to advancing the organization's impact, as well as supporting the members of our team to reach their personal goals. We offer robust professional and personal development opportunities, so expect to grow as a professional, a person, and an artist. The ideal candidate is self-motivated and driven and will be asked to design and implement communications and marketing strategies that promote our work and youth voice.

Position Summary

The Visibility Manager plays an important support role in achieving the communications goals and objectives of Youth on Record. This position tracks media coverage and placement, manages social media accounts, reviews content for accuracy, generates creative content, and contributes to internal and external communications. This staff member works closely with the Director of Visibility and Operations and will work with the Executive Director and programs team as needed.

Key Responsibilities & Duties

Creative Writing

- Assists with writing content for website, stories, annual report, strategic documentation, blog posts, social media, press releases, emails, and more
- Drafts and executes press releases

Digital Communications Creation and Management

Social Media Content and Creation

- Manages Youth on Record's social media accounts (Facebook, Twitter, Instagram, YouTube, Linked In, Pinterest, TikTok and more)
- Creates original content for digital platforms including the YOR blog, social media, including video and livestreams

- Publishes monthly e-newsletter
- Works with the Director of Visibility and Operations to create a monthly content calendar
- Adheres to social media calendar and posts/traffics messages through multiple simultaneous networks, maintaining a high quality of postings along with high post frequency to optimize engagement of various social media audiences
- Adapts written content for digital posts
- Is the face of Youth on Record's "customer service" via social media, by providing front line response to inquiries and requests across all channels and trafficking them to the appropriate departments
- Monitors and coordinates responses to public and private messages
- Manages the storage and organization of digital media content
- Tracks and reports on website analytics, social media engagement, open rates/engagement of electronic communications and share findings with the Director of Visibility and Operations and the grant management team
- Supports new ways of engaging in a current / post-COVID19 world

Marketing and Communications Support

Content Creation & Contribution

- Manages external profiles
- Assists the Director of Visibility and Operations with uploading content to the website
- Assists in running Google Ads through the Google Grants for non-profits platform
- Assists with designing institutional and programmatic marketing materials, including flyers, brochures, sponsorship decks, presentations, etc.
- Assists with all marketing initiatives
- Provides support for other tasks and special projects as necessary

Required:

- Excellent oral and written communication skills; brilliant writing, editing, proofreading, layout and design, printing/publishing skills that amass to craft compelling and informative content
- Excellent attention to details, with an emphasis in editing, spelling, grammar and style
- Ability to work with rough, unedited content and transform materials into engaging, compelling written content for varied audiences
- Familiarity with social media sites, including the purpose of the site and the typical users. Robust working knowledge of current trends in digital and social media with impeccable attention to detail
- Microsoft Word, PowerPoint, and Excel proficiency
- Ability to manage multiple projects and tasks concurrently
- Ability to work under pressure and meet deadlines
- Ability to build relationships with people of diverse backgrounds, perspectives, and cultures
- Educated on web and digital accessibility – supports in making our digital media as accessible as possible

- Ability to travel to events and organizational programs to capture content
- Basic graphic design skills
- Familiarity with digital photo editing (e.g., resizing, cropping, changing pixel dimensions)
- Video editing

Preferred

- Experience serving as primary manager of social media for an organization
- Experience using project management tools or methodologies
- Experience with identifying and tracking engagement metrics and data

Work Environment

YOR's work is faced-paced, and detail and deadline oriented. We are highly communicative, with a commitment to nonviolent communication practices and a trauma-informed approach to management. For the foreseeable future and due to COVID-19 restrictions, YOR is operating in a hybrid virtual and in-person schedule. In-person meeting and tasks will be completed based on the current needs of the organizations.

Company Culture:

INNER-LIFE WORK: YOR is committed to the whole employee. Our commitment to "Inner-Life Work" provides our team with personal and professional workshops, activities, and opportunities for reflection that aim to support their growth, their goals, and their vision for their lives.

SUPPORT: YOR offers direct support to employees through management check-ins, mentorship and coaching, robust professional development training, professional goal setting, generous fringe benefits and competitive salaries, and opportunities to provide direct, transparent, and upward feedback about our work and work culture.

ACCOUNTABILITY: YOR is committed to ensuring that our work is excellent. To achieve this, teams are held accountable to program outcomes, project deadlines, program outputs, and financial oversight by way of peer-to-peer coaching & critical feedback, supervision, mid-year planning sessions, weekly all staff meetings, and annual 360 reviews.

Physical Demands

- Daily communication with the Director of Visibility and Operations
- Frequent extended hours in front of a computer screen with or without accommodations
- Occasional carrying of objects up to 20/50 pounds

Additional Eligibility Qualifications

- Must be authorized to work in the United States
- Must be able to provide at least three professional references

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this position. Duties, responsibilities, and activities may change at any time.

About Youth on Record:

Founded in 2008, Youth on Record (YOR) is a nationally awarded organization with a mission to empower Colorado's underserved youth to achieve their academic, artistic, and personal best by employing local, professional artists as their educators. YOR is committed to ensuring that youth graduate from high school, and are ready to enter the workforce, transition to college or enter advanced technical training and careers. Ninety-three percent of the youth at YOR identify as youth of color and the service gaps they experience are major contributors to low graduation rates and disappointing levels of engagement in their own educations.

As an organization that values equity above all else, YOR is committed to ensuring that youth graduate from high school and are ready to enter the workforce, and transition to college or enter advanced technical training and careers. Through a model partnership that brings together the local music community, public schools, the nation's leading housing authority, and the philanthropic sector, YOR is a powerful example of what's possible when musicians and nonprofit/public sector leaders embrace an entrepreneurial spirit and band together around a common cause. The Youth Media Studio (YMS), an anchor tenant in a Denver Housing Authority (DHA) award-winning redevelopment effort, is critical to YOR's increasingly holistic approach to uplifting the region's most vulnerable youth through access to music. This focus on leveraging the arts to inspire at-risk young people to re-engage in their education and graduate, while providing advanced job skills and opportunities in the creative industries, makes YOR one-of-a-kind.

Since its founding, YOR has been bringing Colorado's most respected and talented musicians into high schools and youth residential treatment centers (RTCs). Credited as the most utilized music provider for Denver Public Schools, YOR's intensive, out-of-school-time activities, for-credit high school classes, advanced technical career training, and the positive mentorships offered by musician-instructors are empowering young people in Denver's most vulnerable communities to graduate and develop the skills needed to enter the workforce or pursue a post-secondary education.