



Position: Youth Speaks Marketing Associate

Organization: Youth Speaks

Supervisor: Senior Communications Manager

ABOUT YOUTH SPEAKS

Based in San Francisco, Youth Speaks leads a movement that defines and develops literacy, working at the intersections of youth development and arts education. Nationally, Youth Speaks is known for building a field that didn't exist. The Wallace Foundation named Youth Speaks one of the 8 exemplary arts education organizations in the nation. We convene the Brave New Voices Network, with over 100 partners across the nation, hold major performances reaching thousands, and have a robust digital footprint, reaching about 500,000 visitors a month.

About the Position

Youth Speaks seeks a Marketing Associate to coordinate our robust programmatic marketing. The right candidate will have at least three years of experience in handling the marketing needs of a mid-sized nonprofit and is looking to advance in their career as a marketing professional. The ideal candidate should be an innovative, strategic thinker who is able to prioritize and operate successfully in many capacities, with different types of constituents ranging from youth, educators, funders, to other marketing professionals. The incumbent should have a track record of working with and supporting diverse audiences; mobilizing audiences to events; exceptional verbal and written communication skills, including a keen attention to detail; excellent project management skills; an aptitude to learn and absorb Youth Speaks' full-range of programming; and the ability to thrive in a fast-paced work environment. We are looking for a candidate that is bright, creative, collaborative, team player, graceful under pressure, and able to get their hands dirty!

Key Responsibilities:

Project Management

Serve as lead project manager for Youth Speaks' programmatic marketing portfolio, including all of our programmatic activities Workshops (residency, SPOKES, Under 21 Open Mics, After School Workshops), theater productions and Leadership and Field Building Program (Brave New Voices Convening, Fellowship Programs, etc). Serve as a coordinator for Major Performances/Festivals (the Teen Poetry Slam Finals, Bringing the Noise for Martin Luther King, Brave New Voices Festival, and Life is Living Festival), Digital Campaigns (the Bigger Picture, Arresting Life, etc). The Marketing Associate will also coordinate marketing needs for new partnerships as requested. Given our high volume of dynamic activities, effective project management will require excellent communication skills, ease with technology, and excellent organizational and time management skills. We want a candidate that loves delivering high quality product on time and understands the strategy behind what we are delivering.

Design and Delivery

The Marketing Associate will coordinate designers and work closely with relevant staff to guide artistic direction on programmatic marketing. We expect the incumbent to provide thought-

provoking and creative ideas to reach desired audiences in effective ways that align with our mission and core values. She/he/they should “get” the Youth Speaks’ aesthetic, and push us in new directions with fresh new perspectives. The Marketing Associate will manage the production and printing of all major event collateral including brochures, flyers, posters, banners, insider guides, T-shirts, and other shwag, making sure deadlines are met, timelines are communicated and enforced, and projects stay within budget.

Evaluation, Systems, and Merchandise Management

The Marketing Associate will manage the departments CRM database including data entry, GoogleAds Campaigns for programmatic marketing, direct mailings, and inventory. She/he/they will be committed to using analytics to monitor and adjust strategies, and to inform internal and external constituents. The Marketing Associate will implement surveys at major performance events to understand and document our audience reach. Keeps a pulse on relevant headlines and when necessary, tracks and engages social media for programmatic marketing. The ideal candidate will love testing guerilla marketing strategies, getting creative, and using surveys and analytics to understand what works.

Flexible and Ambitious

The Marketing Associate will bring superb written and verbal communications skills and expertise interfacing internally and externally with community partners, vendors, videographers, and designers. She/he/they should be a strong facilitator and partner with staff from other Youth Speaks’ departments to design and strategize campaigns and messaging, and a responsive and dependable representative of Youth Speaks with outside parties. We are seeking a unique Marketing Associate that is creative, deadline oriented, determined to deliver high quality collateral, and committed to our mission and understanding the purpose behind each creative choice. We are an organization with an ambitious drive to create youth-centered social change. Our marketing team is called upon to flex as new exciting opportunities arise.

Qualifications

- 3-5 years of total experience as a marketing professional, ideally with 3 or more in a nonprofit setting.
- Bachelor's degree (B.A. or B.S.) from four-year college or university in a related field or equivalent combination of education and experience
- Superb writing and editing skills, including writing for the web
- Experience planning and implementing programmatic marketing and outreach campaigns
- Experience marketing to diverse constituents for events and programs
- Experience with email marketing services such as Constant Contact or Vertical Response
- Experience with website management and analytics
- Experience with Salesforce and Microsoft Office
- Basic proficiency with Adobe Creative Suite
- Strong project management skills
- Excellent verbal and written communication skills; strong editing and proofreading skills
- Experience using metrics to inform marketing strategy
- Strong interpersonal skills
- Independent, self-motivated worker
- Great attention to detail
- Ability to travel when needed
- Valid California driver's license

SALARY AND BENEFITS: Please send your salary requirements in your cover letter. The benefits package includes 100% employee coverage for medical, dental and vision insurance, and four weeks of annual vacation.

TO APPLY: Please submit resume, writing sample, and a thoughtful cover letter detailing your salary requirements, interest, and experience to employment@youthspeaks.org with the subject line “Marketing Associate Application.”

Only complete applications will be accepted. EEO/AA Youth Speaks is an equal opportunity employer. We strongly encourage and seek applications from women, people of color, including bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical conditions. Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application. Youth Speaks will consider for qualified applicants with criminal histories in a manner consistent with the requirements of San Francisco's Fair Chance Ordinance.