The Campaign for College Opportunity (the Campaign) is seeking a highly proactive, energetic, creative, and experienced Communications Associate to support the mission and work of the organization. Reporting to the Director of Strategic Communications, the Communications Associate will support communications activities that strengthen the visibility of the Campaign and the issues the organization addresses by developing and delivering timely strategic communications including but not limited to print, online, and multimedia platforms and by supporting the research, development, outreach, and policy teams in their messaging.

**The Organization:**
The Campaign for College Opportunity is a nonprofit 501(c)(3) broad-based, bipartisan coalition, including business, education, and civil rights leaders, that is dedicated to ensuring all Californians have an equal opportunity to attend and succeed in college to build a vibrant workforce, economy and democracy. Our mission is focused on substantially increasing the number of students attending two- and four-year colleges in the state and who complete their college education. Every day, the Campaign fights to make public policy changes that will help more California students enter and complete college. The Campaign maintains offices in Los Angeles, Sacramento, and Washington D.C.

**Position Summary:**
The Communications Associate implements the Campaign’s mission by developing and promoting the Campaign’s key messages through publications, web platforms, videos, slide decks, social media, events, and campaigns. The Communications Associate works across a host of disciplines and platforms and is responsible for producing, editing and curating content, providing basic website design and management, assisting with publication layout and design, and leading a sophisticated social media plan.

The Communications Associate supports the monitoring and analysis of communications efforts to improve and maximize the Campaign’s brand and effectiveness.

**Responsibilities:**

**Communications Strategist**
- Support the development of communications tools for specific projects, such as a report release, that could include developing collateral, products, social media strategy, social media toolkits for external stakeholders, researching and compiling a media list, writing compelling student stories or best practices, creating social media campaigns, and more.
- Keep current on higher education news and advise Campaign team on breaking news and trends.
- Provide media and communications update reports to the Executive Team and Board as needed.
- Develop digital communications, design, and project management protocols as needed.
Website
- In consultation with the Director of Strategic Communications, manage content on the Campaign’s website. Keep website up to date and work with website consultant to improve functionality and ensure stability and security of website.

Social Media
- Create and curate daily engaging content on social media platforms (Instagram, Twitter, Threads, LinkedIn, Facebook) that will resonate with target audience and includes frequent use of graphics and video content.
- Develop a social media plan that grows the Campaign’s follower base and engagement that evolves based on constant monitoring of analytics.
- Engage and train appropriate staff to support social media efforts. Keep a social media editorial calendar that can be shared with all staff and suggests a posting cadence.

E-Communications
- Curate content for e-blasts, newsletters, and the Campaign blog as needed, and support editing of content produced by both internal and external sources.

Graphic Design
- Lead the design of shareable online graphics, videos, slide decks, images, and other visuals and guide/advise consultants on Campaign branding and style.

Traditional Media
- As needed, develop media list for press statements, report releases, and other outreach as appropriate.
- Keep current on higher education news and advise Campaign team on breaking news and trends.

General Support
- Provide support to the Public Affairs and Communications teams, including but not limited to event management and administrative support, as assigned.
- Support the organization’s Board communications and internal communications strategy with social media, traditional media, and website reporting.

Qualifications:
- Minimum two years of related communications and some design work experience within an organization;
- Bachelor’s degree in Public Relations, Communications, Journalism, Graphic Design or related field;
- Outstanding communication skills including verbal, written, and graphic design, with a deep knowledge of effective storytelling and reaching across a wide range of audiences;
- Creative thinker and demonstrated ability to bring innovation to organizational brand;
- Demonstrated ability to describe complex issues in simple ways clearly and accurately;
- Passion for social media and fluency in a range of social media platforms, including: Instagram, Twitter, Facebook, LinkedIn, YouTube, etc.;
- Impeccable attention to detail;
- Excellent project management skills and ability to manage multiple projects in a fast-moving, intellectually intense, team oriented environment;
- Experience and drive necessary to coordinate with senior members of the Campaign with maturity while engendering respect and trust from others;
- Good judgement, can-do resourceful attitude, and high integrity that is both a leader and a do-er;
• Quick study with flexibility and comfort in ambiguity, open to new ideas and approaches i.e. willingness to experiment and learn;
• Experience with Constant Contact or similar email marketing platform;
• Experience with Meltwater or similar media monitoring/listening tool and contact database platform;
• Experience with Buffer or similar social media marketing platform;
• Excellent eye for design, typography, color, visual composition and layout;
• Proficiency in Microsoft Word, Excel, PowerPoint with knowledge of Adobe Creative Cloud Suite (InDesign, Illustrator, Photoshop, Acrobat);
• Proficiency with Canva or other relating graphic design tools;
• Experience with Give Lively or similar fundraising platform;
• Experience with Wordpress, basic coding, Google Analytics, and social media metrics
• Experience creating short videos preferred.

The successful candidate will:
• Be an avid consumer of news, pop culture, and social trends;
• Be passionate about the Campaign’s mission with a strong interest in higher education advocacy and have some knowledge of the governance and workings of the California Community Colleges, the California State University, and University of California.

The position is based in Los Angeles and some travel will be required. The Communications Associate will report directly to the Director of Strategic Communications.

Vaccination Requirement
For the safety and wellbeing of our staff, the Campaign requires all employees to be fully vaccinated with COVID-19 vaccines and boosters as a condition of employment.

Location
The Campaign has shifted to a hybrid environment that facilitates both virtual and in-person work, including intentional in-person time for all-staff to connect, build cohesion, and bond. We welcome remote applicants for this position with the understanding that this role will require regular in-person attendance at meetings in our Los Angeles office, as well as participation in some events and meetings in the Los Angeles area as necessary.

Compensation
Annual salary will be commensurate with experience and qualifications in the range of $52,000 to $57,000. The full compensation package for this position, which includes salary plus 100% medical/dental/vision premium insurance coverage for you and your dependents, life insurance, and a generous 401k match of up to 5% is valued between $64,000 and $82,000. The Campaign provides three weeks paid vacation, eight days paid sick leave, and thirteen paid holidays. The Campaign also provides a paid sabbatical after seven years of service. Annual professional development opportunities as approved by your supervisor are included, as well.

Selection Process
The Campaign for College Opportunity will accept applications for the position beginning August 8, 2023. Interested parties should forward a cover letter and resume indicating “Communications Associate” in the subject line by email to: recruitment@collegecampaign.org.

All candidates selected for an interview will be required to submit original writing, design, and work samples along with three professional references.
The Campaign for College Opportunity is an equal opportunity employer and encourages applications from qualified persons of every background. All applicants should visit our website to learn more about the Campaign at www.collegecampaign.org before submitting a cover letter and resume.

No phone calls please.