



CIVICORPS JOB DESCRIPTION

POSITION TITLE: Development & Communications Specialist

DEPARTMENT: Development

REPORTS TO: Director of Development and Communications

DIRECT REPORTS: None

FLSA STATUS: Full Time, EXEMPT

COMPENSATION: \$58,000 - \$62,000 per year

Located in West Oakland, Civicorps is a dynamic non-profit that includes a charter school and two social enterprises. Civicorps' mission is to re-engage young adults, age 18-26, to earn a high-school diploma, gain job skills, pursue college, and embark on family sustaining careers.

Youth at Civicorps have the ambition, talent, and perseverance to succeed; what they deserve is personalized mentoring and support as they develop a plan to achieve their goals. Our participants have experienced failures of multiple systems — the traditional school system, the justice system, and the child welfare system. Against a larger Bay Area backdrop of accelerating income inequality, neighborhood displacement, food and housing insecurity, Civicorps' programs and support services are more vital than ever.

Through our unique mix of personalized academics, paid job training, trauma-informed support services, and pathways to college and careers, Civicorps helps resilient youth overcome barriers, cultivate their talents, and unleash their potential.

POSITION SUMMARY

Reporting to the Director of Development & Communications and collaborating with the Recruitment and Outreach team, the Development & Communications Specialist (DCS) will play a key role in communicating our agency's role in identifying, strengthening and increasing pathways to green collar jobs for the young adults we serve. The DCS helps to develop compelling and timely communications for diverse audiences, substantially contributing to Corpsmember recruitment, fundraising and public awareness efforts, maintaining donor data and information systems, managing our multiple social media platforms, and helping to organize public outreach events.

This position has the opportunity to design and implement print and digital marketing strategies to deepen our engagement with agency partners, donors, recycling customers, and students as well as advertise to attract new donors, recycling customers, and students. There is lots of room to grow in this role.

If you can write compelling content for different audiences and you're passionate about helping youth succeed, we want to hear from you!



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ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

Marketing (60%)

- Generate, edit, and publish content for Civicorps' non-profit and Recycling Social Enterprise websites, including monthly blog posts and content geared towards potential new partners, Corpsmembers and donors in coordination with website contractor, as needed.
- Create content for Civicorps' active and engaging social media profiles (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Create and monitor the effectiveness of all digital marketing campaigns, including Facebook and Instagram ads
- Produce Civicorps publications (i.e. annual reports, infographics, flyers) as needed
- Research outreach strategies to build our brand and increase awareness of our program
- Design and write content for Civicorps email marketing campaigns
- Track the marketing pipeline and monitor the efficiency of outreach efforts and campaigns in Salesforce and MailChimp
- Maintain systems to coordinate campaigns, track leads, and monitor renewal and retention activities
- Respond to engagement inquiries via social media, email and blog commentary

Development (30%)

- Coordinate two annual appeals: both direct mail and online as well as personalized thank you letters
- Responsible for administering and enhancing a monthly donor program
- Coordinate events such as Graduations, and corporate volunteer opportunities such as our Mock Interview Panels
- Facilitate site visits with donors to community meetings and other events

Database Administration (10%)

- Salesforce data management, including gift entry and donor acknowledgement as well as e-mail list management.
- Work with the Civicorps' finance department to ensure consistency between the donor database and accounting system.
- Create new Salesforce reports that highlight donor program success, as needed.

MINIMUM QUALIFICATIONS

- Excellent writing and editing skills, with strong attention to detail
- Marketing, communications and/or public relations experience, preferably in a non-profit environment
- Commitment to serving the resilient young adults of the East Bay and creating opportunities for their educational and career success
- Ability to use online tools to communicate with and engage donors, and corporate and community partners
- Knowledge of key social media outlets (Facebook, Twitter, Instagram, YouTube, etc.)
- Ability to work independently and strength in multi-tasking, goal-setting, and workload prioritization
- Positive and creative – willing to take risks to try innovative new ideas



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OTHER QUALIFICATIONS

- 2-3 years fundraising experience preferred
- Fluency in Canva, Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat) or similar programs
- Proficiency with marketing analytics tools (Google Analytics, Facebook Analytics), Salesforce, and with one or more marketing automation platforms (Mailchimp)
- Experience with marketing, web and communication platforms such as iContact, WordPress, SproutSocial is a plus
- Reference checks will be conducted. We request at least two professional references from within the past 5 years, and one personal reference.
- Ability to pass state and federal background checks and a TB test. As a re-entry program, we encourage and will consider for employment qualified applicants with arrest and conviction records.

The statements herein are intended to give a broad description of this job function and should not be construed as an exhaustive list of all responsibilities, duties and skills required. Other duties and/or projects may be assigned as needed.

EMPLOYEE BENEFITS

Civicorps has a culture of caring for each other, personally and professionally. We enjoy a working environment that includes ongoing staff activities, employee recognition programs, and much more. We are a family-friendly workplace. We support staff by offering flexibility to work from home one or more days a week based on a mutually agreed upon schedule.

Civicorps offers a competitive employee benefits package including:

- Health Plan Options, including mental health care. Select from Kaiser PPO or Aetna.
- Dental and Vision
- Employer Paid Long Term Disability
- Employer Paid Life, Accidental Death/Dismemberment Insurance
- Paid Time Off, with additional paid winter leave
- 403(b) retirement plan with generous company match
- Flexible Spending Account for Health/Child Care
- Professional Development opportunities through workshops and conferences
- Free Parking (close to BART and Jack London Square)

Civicorps is an equal opportunity employer. We do not discriminate based on race, color, creed, gender, religion, sexual orientation, marital status, gender identity and expression, domestic partner status, age, national origin or ancestry, physical or mental disability, medical condition, veteran status, or any other unlawful consideration. We will consider for employment all qualified applicants, including those with a prior record of arrest or conviction, in a manner consistent with the requirements of applicable federal, state and local laws. Assistance and/or reasonable accommodations during the application process are available to individuals upon request.



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HOW TO APPLY

Civicorps actively cultivates an institutional culture that reflects the values of respect, equity, and inclusion that we seek through our work to amplify in the larger world. We welcome all qualified candidates to apply for this position and encourage applications from candidates whose lived experience gives them expertise in serving the communities we work with.

To apply, please submit a cover letter and resume addressing your qualifications and interest in this position to Civicorps.schools@cvcorps.org. We encourage applicants to also include relevant, short samples of their previous work—written reports, links to web-based publications, podcasts, ad copy, pitch letters, press releases, videos, and any other materials demonstrating communication skills are welcome. Please note any technical skills and software proficiencies you have.

HIRING PROCESS

We are eager to fill this key position as soon as possible. Applications will be reviewed on a rolling basis, with the goal of having this position filled in March.

Qualified applicants will be invited to an initial brief screening interview via phone or video. Selected candidates will then be invited to an in-person interview and may be asked for supplemental writing samples and/or to meet informally with additional team members.

A final offer of employment will be contingent upon reference checks, ability to pass state and federal background checks, and a TB test. As a re-entry program, we encourage and will consider for employment qualified applicants with arrest and conviction records.