

NATIONAL JUVENILE JUSTICE NETWORK

Communications and Database Associate

Location: Washington, D.C

Full-time position

Posted: February 16, 2017

Deadline: Open until filled; applications reviewed upon receipt

The National Juvenile Justice Network (NJJN) leads and supports a movement of state-based advocacy organizations and individuals who all seek the fair treatment of youth in trouble with the law. NJJN creates change through policy reform, public education and base-building; we approach our work with an anti-racist lens, with the understanding that structural racism undergirds much of what ails our justice systems.

The communications associate will be a key player in our efforts to achieve real justice for all youth and families. Through our social media channels, website, newsletter, and publications, the associate will elevate the need for justice reform and promote best practices in the treatment of youth in trouble with the law. The associate will be part of a dynamic team dedicated to improving outcomes for youth and to fighting against racism.

The associate will report directly to NJJN's executive director, but will work in close collaboration with the entire NJJN team. The ideal candidate will have a commitment to social and racial justice, be a flexible and collaborative team player, and be very comfortable operating across a variety of digital interfaces.

Key Responsibilities:

- Create promotional material (written, audio, and video), including:
 - Write, design, and produce NJJN's bi-monthly e-newsletter;
 - Copy-edit, design, and produce (in Word or Publisher) NJJN publications.
 - Manage and update NJJN's website, including our digital library, through our content management system (CMS).
 - Create content for and publicize NJJN's social media channels (Twitter and Facebook).
- Track and manage various NJJN resources that support communications and other work, for example:
 - Help to create and manage our organizational Salesforce database.
 - Manage NJJN's listservs, newsletter subscriptions and social media followers.
 - Manage general email inboxes, including info@njjn.org, and answer or redirect inquiries.

- Organize and maintain an archive of NJJN’s press presence, publications, citations of NJJN’s work, and member press clips.
- Maintain a catalog of photos that are appropriate for use by NJJN and its members with respect to subject matter and copyright law. Retouch and redesign photos when allowed, appropriate and necessary.
- Summarize and learn from data analytics on the performance of digital content.
- Assist with activities related to our annual conference, including fundraising communications, promotional work, and designing and disseminating conference agendas, and awards materials.

Required Skills and Qualifications:

- A Bachelor's degree (or equivalent professional experience), 3-5 years of relevant experience is a plus.
- Experience managing social media channels for a campaign, brand, or organization.
- Strong writing skills with excellent grammar.
- Excellent verbal and interpersonal communication skills; meticulous attention to detail and ability to work under tight deadlines with a commitment to quality.
- Commitment to social justice and to the values and goals of NJJN.

Optional Skills and Qualifications (candidates demonstrating any of the following will be given preference):

- Proficiency in graphic design; experience editing and taking photos.
- Proficiency in video editing, especially for distribution on social media.
- Experience creating, targeting, and managing advertising on social media platforms.
- Experience with:
 - Publication design software, such as Adobe InDesign and/or MS Publisher.
 - Image-editing and sizing software such as Adobe Photoshop, Adobe Lightroom, and/or relevant apps. Canva a plus.
 - Constant Contact or other email marketing software.
 - Proficiency in Salesforce or other CRM platforms.
 - Basic content management system (CMS) proficiency and HTML code a plus.

Compensation and Hours:

This is a full-time position. Salary is competitive and appropriate to experience, and includes health benefits.

To Apply:

Please submit your resume and a cover letter to info@njjn.org with “Communications Associate” in the subject line of your message. We sincerely regret that we will not be able to respond to all applicants. Only those considered for the position will be contacted to interview.

The National Juvenile Justice Network provides equal employment opportunities to all employees and applicants for employment, and encourages applications from people of color, persons with disabilities, and lesbian, gay, bisexual, and transgender individuals.

This job description is intended to convey information essential to understand the scope of the position. It is not intended to be an exhaustive list of skills, efforts, duties, or responsibilities associated with the position.