



POSITION DESCRIPTION

Communications Associate

About the Foundation

At College Futures Foundation, we believe there is nothing more transformative for individuals, our economy, and our society than educational opportunity, and that the pathway to a college degree should be clear and open to the diverse students of California.

Right now, that is not the case. Not all hardworking young people are getting a fair shot at a better life. The vast majority of our state's K–12 students are of color and low-income, yet when it comes to graduates from our public universities, they are in the minority. At every step, they face roadblocks. We are working to change that.

We partner with organizations and leaders across the state to catalyze systemic change, increase bachelor's degree completion, and close equity gaps so that this vision of a seamless, student-centered educational path to opportunity becomes a reality—and one that's available to every student, regardless of zip code, skin color, or income.

We believe that ensuring the college success of students facing the most formidable barriers will help all of us thrive—our families, communities, economy, society, and state.

We love working with smart, committed, creative people who know that our collective efforts matter.

How We Work

The following areas form the Foundation's programmatic strategy: Student-centric Practices, Leadership, and Finance & Affordability—with Policy and Influence Communications as cross-cutting strategic areas. For more information on our strategy and programmatic initiatives, visit collegefutures.org/our-strategy/strategy.

The communications team works closely and collaboratively with program and policy staff and is considered integral and necessary to achieving Foundation goals and implementing organizational strategy. The communications team executes strategic communications campaigns and activities, creates and publishes content, supports convenings, shapes research projects, makes grants, and engages in planning and thought partnership with partner organizations.

Position Summary

The Communications Associate reports to our Director of Communications and collaborates closely with this executive as well as our Senior Communications Officer. Together, the members of this team support external and internal communications, with organization-wide and

topic- or program-specific branding, messaging, and strategic communications across a full range of applications, including publications, presentations, web and social media presence, public commentary, news media, convenings, and other products and events.

The nature of the Communications Associate's work is strategic—largely focused on supporting and implementing strategic communications efforts—with some administrative components. The person in this role understands assigned responsibilities in the context of organizational priorities and potential, and approaches them accordingly with initiative, energy, and creativity.

Key Responsibilities

Communication strategy and tactics

- Contributing to and helping implement Foundation-wide and program-specific communications strategies, messages, tactics, and campaigns—including acting as production manager, campaign implementer, and editor or proofreader on created content
- Leading coordination/logistics of relationship networks and events
- Building out and managing editorial and production calendar and project-specific workplans or timelines
- Seeking and collecting data to support departmental monitoring, evaluation, and learning
- Applying insights and opportunities across projects, platforms, and activities

Digital and social media presence

- Leading execution and advancement of online activities, including website, social media, e-newsletters, and intranet
- Maintaining and enhancing the Foundation website
- Driving digital/social media efforts to elevate organizational and program communications strategies
- Stewarding the Foundation's online profile; informing other Foundation staff about specific issues

Branding and audience relations

- Promoting and ensuring a consistent brand profile and organization-wide and program-specific messaging through the Foundation's website, presentations, social media, etc.
- Managing calendars and logistics for audience engagement and visibility opportunities (marketing, sponsorship, speaking, etc.)
- Building out and managing contact lists

Internal communications

- Supporting communications training for staff
- Assisting with messaging and storytelling on internal communications efforts
- Supporting communications with board members

Administrative

- As needed and assigned; may include budget management, contract development and management, and meeting or event support

Preferred Qualifications

Academic: Bachelor's degree preferred, but not required.

Experience: Three to five years of experience that demonstrates strong skills in communications and collaboration, as well as the ability to manage time and projects well.

Experience in the following is a plus: digital media management; social media planning and execution; public relations or social network management; print production; mission-driven work, particularly for systems change or in California.

Organizational

- Detail-oriented, able to analyze information and synthesize into communications
- Excellent time management skills, including strength in managing competing deadlines
- Able to follow procedures and comfortable taking initiative to suggest process improvements

Interpersonal

- A high degree of initiative, judgment, and resourcefulness in solving problems; proactive and results-oriented
- Ability to work collaboratively in a team-oriented, fast-paced environment to ensure projects are completed
- Service-minded and open to new ideas and constructive feedback from colleagues

Technical

- Strong skills in writing, editing, and oral communications; ability to develop, proofread, and edit communications with a critical eye. Graphic design production skills a plus, but not necessary.
- Ability to use or quickly learn relevant software applications, including those for design, web presence management, and project management (for example: Adobe Creative Suite, MS Office/PowerPoint, WordPress, social media tools such as Hootsuite, and project management tools such as Asana and Salesforce).

The ideal candidate will have:

- Skills and aptitudes necessary to execute the required duties well and the ability to approach them with initiative, energy, and creativity
- An interest in mission-driven work, social justice, education, and/or systems change
- Attention to detail and commitment to excellence
- Flexibility and a sense of humor

Compensation

This is a full-time position. Our office is located in downtown Oakland, though staff are currently working remotely during the pandemic. Once safe to do so, some travel may be required.

College Futures Foundation offers competitive compensation and excellent health, commuter, and retirement benefits. The annual salary for this position is \$65,000–\$80,000 (commensurate with experience). This salary range is subject to expand over time.

To Apply

Application materials should include a cover letter, resume, and two relevant work samples.

The work samples could include: a strategic example (such as a campaign plan or persuasive/advocacy communications piece), a narrative example (such as a profile piece, blog post, video, or article), and/or an example of basic daily or internal/supportive communications work (such as meeting notes, social media posts, or a persuasive email). These examples are meant to provide prompting ideas; choose the work samples you feel best illustrate your work relative to the position.

Please submit materials as soon as you are able so we can review and respond.

Please submit application materials (cover letter, resume, and work samples) via email to jobs@collegefutures.org. Preferred subject line: **“Application – Communications Associate.”**
No calls, please.

Learn more about our work at www.collegefutures.org.

College Futures Foundation is committed to diversity, equity, and inclusion in our work and in our workplace. We are an equal opportunity employer to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, gender identity or expression, or sexual orientation.