



## Communications & Education Associate

Illuminate Colorado is a statewide 501(c)(3) organization working to strengthen families, organizations and communities to prevent child maltreatment. With a research-based approach that emphasizes building promotive and protective factors, we address systemic and multi-sector issues by collaborating with families and partners at the community, state and national level to develop and implement powerful programs, policies and initiatives that keep kids safe in Colorado. Our organization is working to build an inclusive and diverse team of passionate experts who value each other's differing lived experiences and backgrounds.

We are built on a **solid foundation** while holding **strong values** in all of our work.

**Equitable & Inclusive:** We root our approach to strengthening families and communities in the acknowledgement that risk and protective factors for child maltreatment are impacted by structural inequities, including pervasive and systemic racism and white supremacy, both overt and passive.

**Family & Community Driven:** We embrace all perspectives and definitions of family and community. Our strategies, decisions, and actions are driven by the voice and input of Colorado families and communities.

**Multigenerational:** We see child and caregiver well-being as interdependent and all people as part of family and community structures. Every approach to and with families encourages and creates the benefits of connections.

**Holistic:** We recognize that all parts of our work are interconnected. Each level of the Spectrum of Prevention is key to achieving our mission by seeking to identify and understand strengths, risks, and how individuals, communities, organizations, and systems are situated.

We are **innovative** and responsive to the needs of families, partners, and the field of child maltreatment prevention.

We pursue **growth** and continuous quality improvement.

We practice **empathy** with everyone, everywhere, and in every situation.

We demonstrate **integrity** in our personal and professional lives.

**Role:** Under the guidance of the Communications Manager, this position will work with our entire organization and community members from all over the state to manage first impressions for our organization, seamlessly connect people interested in the prevention of child maltreatment and integrate our systems building brighter childhoods. The Communications & Education Associate will help implement the strategic communications plan to achieve high quality communications and increase brand awareness for Illuminate Colorado. The individual should be detail-oriented, able to meet tight deadlines, flexible, and experienced with supporting an organization's internal and external communication to a variety of audiences via websites, email, social media, print and events. The ideal candidate will be able to create and edit quality content, able to clearly and effectively communicate in writing and orally and have strong administrative and organizational skills. He/She/They will provide support with project management, social media, events, PR, administrative tasks, and other duties as assigned.

## **Specific duties include:**

- Update external and internal websites, including event and training calendar listings, and manage the integration of high-quality communications through registration and email systems.
- Manage a rich social media content calendar and social media channels (Twitter, Instagram, Facebook, LinkedIn, Pinterest and YouTube) creating copy/media content, publishing content, community and reputational management and reporting.
- Grow social media intentionally to engage current followers and increase the number of Coloradans connected to Illuminate Colorado and associated campaigns.
- Create integrated HTML email marketing campaigns and social media content to promote community education campaigns and report data demonstrating impact and opportunities for improvement.
- Manage all event planning logistics associated with fundraising, educational and awareness events, including the annual fundraising gala dinner, awareness breakfast, bi-annual conference and various small donor gatherings.
- Serve as the lead for the Pinwheels for Prevention Campaign in Colorado by coordinating shipping of pinwheels throughout the state and managing all communications associated with the campaign.
- Provide administrative support for training courses by:
  - monitoring offerings and registrations through the website, and
  - identifying ways to cross-market future training opportunities;
- Provide administrative support, coordination and scheduling of meetings, trainings, presentations and committees as needed, including support for board meetings and the onboarding process for new board members;
- Work to ensure that all materials and communications from Illuminate Colorado are within the brand guidelines and inventory marketing collateral;
- Manage the promotion and advertisement of employment and volunteer opportunities with Illuminate Colorado;
- Serve as the “front desk” for the organization, ensuring that the general inbox for phone messages and emails get directed to the appropriate staff members in a timely manner;
- Provide administrative support for financial processes and procedures related to communications and marketing expenses and budget management.

## **Skills:**

- Outstanding oral and written communication skills.
- Ability to build, manage and sustain relationships with internal staff, board members, volunteers, and stakeholders through professional, effective, and timely communication.
- Highly proficient with MS Office applications, (e.g. MS Word, Excel, PowerPoint) Google Workspace (e.g. Google Docs, Gmail, Drive, Slides); project management tools, constituent management tools, (e.g. Constant Contact or MailChimp) and website platforms (e.g. WordPress, Drupal, SquareSpace, Weebly)
- Strong social media engagement and content development skills.
- Ability to plan, prioritize, organize, and manage tasks simultaneously; ability to work independently and collaboratively and adapt to changing priorities.
- Highly organized and detail oriented, has initiative and follow-through to execute projects from initial state through completion, including tracking and reporting.
- Outstanding critical thinking, problem-solving, and project management skills including the ability to multitask, stay on top of ever-changing priorities in a fluid environment, manage expectations and negotiate deadlines and workloads.
- Must be capable of maintaining clear, effective, timely communication with multiple team members, clients, stakeholders, sub-consultants & vendors;

- Able to communicate authentically with all audiences, from parents and caregivers with lived experiences to local community members to executives to elected officials and willingness to work towards recognizing and eliminating bias
- Event planning experience including registration set up, volunteer and onsite event management, and budget and timeline project management.

**Experience & Qualifications:**

Bachelor's degree in communications, journalism, or a related field and a minimum of one to three years of predominantly external communications experience. Equivalent combinations of experience/education will be considered. Excellent verbal and written communications skills in Spanish preferred.

**Compensation & Schedule:**

This is a full-time position eligible for benefits. Starting salary is negotiable and commensurate with skills and experience in the range of \$40,000 - \$50,000.

Illuminate Colorado offers health and dental benefits as well as participation in a 401K, EAP, and Life Insurance benefits. In addition, Illuminate Colorado has a very generous paid time off policy and offers both flexible scheduling and remote work opportunities.

**To Apply:**

Please submit a cover letter, resume, and three references via email with "Communications and Education Associate" in the subject line to [hire@illuminatecolorado.org](mailto:hire@illuminatecolorado.org).

**Application Deadline:**

May 12, 2021