

Posting Date: August 21, 2009

Close Date: Position will remain open until filled

Position Reports to: VP & Counsel, Communications & Policy

Travel: Limited, 5% or less, business travel (may include overnight)

Direct Reports: None

Classification: non-exempt, Full-time

Benefits: Yes

First Focus is a bipartisan advocacy organization that is committed to making children and families a priority in federal policy and budget decisions. First Focus brings both traditional and non-traditional leaders together to advocate for federal policies that will improve the lives of America's children. [Child health, education, family economics, child welfare, and child safety](#) are the core issue areas in which First Focus promotes bipartisan policy solutions.

POSITION SUMMARY

Assistant Director, New Media Communications will identify, develop, and maintain meaningful relationships with various online communities, including social media sites, blogs, online reporters, and producers. The Assistant Director will use his/her core knowledge of online social networks to determine how new/social media can be strategically applied to support the organization's communications efforts and federal advocacy.. In an effort to fulfill its mission and goals, the Assistant Director will execute a new media strategy regarding the company's involvement in online communities and media sites. The assistant director will also be directly involved with the development and management of our Online Media, including the maintenance, update, and future development of First Focus's websites.

This is a newly created position that will place a heavy emphasis on the development of web content such as videos, petitions, and "action alerts," in addition to the development and maintenance of profiles on social media platforms. The ultimate goal is to develop a community of socially engaged grassroots advocates who are engaged on issues related to children and families. The Assistant Director will use new media to educate the public about First Focus' policy priorities, utilizing blogs, videos, podcasts, and a social profile to demonstrate the expertise of our organization in a manner that will attract interest from the media, policymakers, and citizens. Additionally, he/she will be responsible for all new media outreach. The Assistant Director will also coordinate the authorized participation of employees, students, and other stakeholders on social media sites and will monitor what's being said about First Focus, providing valuable feedback to management.

Duties and responsibilities include planning and executing a new media/communications strategy that supports organizational goals while ensuring message consistency throughout the organization. In addition, Assistant Director will identify and recommend activities and opportunities to management. The Assistant Director will monitor all social media outlets, to stay abreast of the new media dialogue and measure the results of First Focus's efforts. The Assistant Director will work with key departments within the organization – including the policy and Communications staff – to shape, direct, and manage the nature of all information delivered to our online communities, ensuring it is disseminated in a timely, accurate, compelling, and engaging manner.

POSITION RESPONSIBILITIES / STANDARDS

- Assist the Communications department in the development and implementation of new media resources and activities

- Create a voice for the organization in new/social media outlets, working to ensure proper representation, brand positioning, content strategy and messaging
- Determine what content to feature on blogs, discussion forums and other social media sites
- Build Online Media Rooms that will deliver our message, attract journalists, and serve as trusted sites for industry news
- Ensure that new and approved content is constantly being added to our profiles and websites
- Monitor and assess the social media conversations taking place about the organization and make recommendations on how to respond to commentary
- Manage all new media channels of communication – Blogs, Twitter, YouTube, Facebook, MySpace
- Use blogging and other forms of online communication, as well as creative thinking, as a way to connect with new constituencies
- Foster communication between members of our communities
- Engage with our communities by posting messages, responding to questions, and moderating discussions
- Report progress, problems, and recommendations to management
- Manage analytics and reports
- Serve in a support role to produce content for the Communications Department, including videos, petitions, “action alerts,” and content for social media profiles.
- Assist with all First Focus communications activities, as directed

EDUCATION/EXPERIENCE

- Bachelor’s degree required
- 2 - 5 years of experience with demonstrated success in New/Social Media Communications – community building and maintenance, social media strategies and outreach
- Experience in Public Relations, Communications, Marketing, or a related field a plus
- Excellent verbal, written, and interpersonal skills
- Preference will be given to those experienced in political campaigns or on Capitol Hill
- Knowledge of the federal legislative process a plus
- Knowledge of federal policy relating to children and families a plus
- Successful experience building, launching, and managing online communities
- Extreme proficiency with all social media tools – the Internet, blogs, podcasts, webcasts, video production, wikis
- Keen knowledge of the role social media can play in an organization’s communications strategy – both the risks and the rewards
- Understanding of community organizing through social platforms preferred
- Knowledge of how to create, develop, and maintain a social network a plus
- Ability to develop new media focus, set strategy and tactical execution plans; analyze and report findings to management and make recommendations
- Active on social media platforms and proficient in establishing and tracking social media metrics
- Proven deep understanding of new media and social networking
- Excellent organizational skills with attention to detail and thorough follow-through
- Strong personal initiative, quick-learner, self-starter, mature, personable, and sense of humor
- Demonstrate excellent overall communication skills and have a creative approach and mindset, while demonstrating good judgment
- Ability to see the “big picture,” be a team player, and work independently
- Must be flexible with the ability to multi-task and adjust to frequently changing priorities in a fast-paced working environment
- Experience writing news releases, making presentations, and working with the media a plus

- Design and Photoshop experience a plus

To Apply:

To apply for this opportunity, please submit a cover letter outlining your interest in the position, your salary history, two writing samples, and a recent copy of your resume to **careers@americaspromise.org**