

# SERVICE + YEAR<sup>SM</sup>

Position Title: Digital Communications Manager

Department/Cross Functional Teams: Recruitment; Communications; Advocacy

Position Location: Washington, D.C.

Reports To: Digital Marketing Director

FLSA Status: Exempt

## **Background**

### *A Shared Vision*

Service Year Alliance believes that a service year should be a cultural expectation and common opportunity for every young American, and works everyday to realize that vision. The force of service at scale can repair broken cities, uplift and educate children at risk, and empower communities struggling with poverty. It could unite the most diverse nation in history, binding people of different backgrounds through common cause. It can inspire young Americans to serve for a year, and in the process, forge them into the leaders for life our nation needs.

### *Our North Star*

On the path to our vision, our aim is that, within a generation, every year, one million young Americans engage in a service year, solving important problems while transforming their own lives.

### *Why Now: Broken Citizenship and Pressing Challenges*

Today, the need for a common experience of citizenship in our country is more poignant than ever. We are drifting apart. Contrary to the illusion of constant connectivity, Americans are isolated from one another—geographically, ethnically, economically, religiously, and culturally. Traditional forms of civic participation have atrophied. Many Americans' sole contribution to the country is through paying taxes—not nearly enough to bind people to their communities. Only one in three eligible voters turned out in the last election. Less than one percent of Americans serve in the military. There's a chance—right now—to inspire a renewed sense of citizenship capable of solving our biggest challenges and creating the leaders our nation needs.

Neither the idea of national service nor our vision are new, but this moment in time tells us they are both deeply needed and never before more achievable.

## **Position Description**

SYA is hiring a **Digital Communications Manager** to execute high-impact social media campaigns and email strategies to manage, maintain, and grow our online communities. The ideal candidate is an exceptional writer and thoughtful strategist with a successful record of using digital tools to create social change, influence decision-makers, and organize activists to action. You will play a key role in supporting our sophisticated recruitment campaigns, advocacy efforts, partnerships with leading companies and entertainment industry, and our team of field directors, campus chapters, and volunteers around the country.

### *Responsibilities:*

- Develop and implement a cutting-edge social media content and community strategy that promotes SYA's vision, invites high-impact supporter engagement, and helps SYA win recruitment and advocacy campaigns
- Design and create engaging written and graphic content for SYA's social media channels and website

- Manage the daily content schedule on major social media channels and website
- Listen and respond to the members of our online social communities on a daily basis, including Facebook, Twitter, Instagram, and more
- Gather and analyze social media data, tailoring strategy and tactics based on this analysis
- Collaborate with the Digital Marketing Director to employ cross-channel acquisition/ conversion tests and evaluate performance
- Lead the development of new social channels
- Other duties as assigned

*Requirements:*

- Deep belief in service years to tackle our most pressing challenges, transform the lives of those who serve, and change the course of our country
- Humble leader with tremendous professional resolve
- Comfort with ambiguity
- Bias for taking initiative to create and own new opportunities
- Strong learning mindset
- 2-4 years of experience
- Ability to write impactful and engaging campaign messaging that resonates with digital audiences
- Proficiency in tracking, analyzing, and presenting data and benchmarks across email, web, and social media platforms
- Project management skills with a high level of attention to detail
- Experience with graphic design and familiarity with programs such as Photoshop, Canva, Illustrator, etc.
- Experience with email programs, both writing the content and managing the delivery (Mail Chimp, Nation Builder, others)
- Experience with Google Adwords/ social ads
- CMS management experience
- Experience with basic HTML and CSS a plus

**About Service Year Alliance**

Service Year Alliance is a bipartisan organization committed to making a year of full-time service — a service year — a common expectation and opportunity for young Americans of all backgrounds. Expanding service years has the power to address our country’s most pressing challenges, change the lives of those who serve, and unite our nation. Service Year Alliance is the result of a merger between the Franklin Project, ServiceNation, and the Service Year Exchange. The merger is an exciting indication of how passionate every person who works here is about our vision of transforming the nation through service: we put aside ego’s, dissolved powerful brands, and altered our leadership structure not because it was easy, but because that’s what our mission demands. SYA is a joint venture between Be The Change, Inc. and The Aspen Institute. Gen. (Ret.) Stanley McChrystal serves as the founding Chairman of our board. We are an equal opportunity employer and an *Employer of National Service*. AmeriCorps, Peace Corps, and other service year alumni are encouraged to apply, as are military veterans. Please indicate in your application if you have served in one of these programs. SYA is based in Washington, DC.

To apply for this position, please email your cover letter and resume to [resume@serviceyr.org](mailto:resume@serviceyr.org). Please no telephone calls or additional emails.