
COMMUNICATIONS ASSOCIATE

JOB DESCRIPTION

Strong Towns, a nationally recognized non-profit organization, is seeking a dynamic individual to help us grow our movement by assisting us with content creation, content distribution and public relations.

The mission of Strong Towns is to support a model of development that allows America's cities, towns and neighborhoods to grow financially strong and resilient. We have nearly 3,000 members worldwide, including at least one in each U.S. state. Our influential media site reached over 1.7 million people in 2019 and is shaping the national conversation on growth, development and the future of cities.

We need someone to work with our Content Team to help us create thoughtful and engaging micro-content, distribute that content broadly, and get our message in front of more people. Such a person will:

- Have excellent written and verbal communications skills, especially in the creation of micro-content formatted for email and social media.
- Be self-driven and motivated by the Strong Towns mission.
- Have the ability to work quickly and independently to meet deadlines.
- Be skilled at communicating by email and over social media platforms, particularly Facebook, LinkedIn, and Twitter.
- Be comfortable with using data and analytics to improve outcomes.
- Be a creative and strategic thinker who enjoys working collaboratively with thought leaders.
- Be able to work collaboratively across digital platforms with a remote team.

The Strong Towns Content Team includes the President/Executive Director, a Content Manager, a Senior Editor, and a Community Builder. All the current Content Team positions are full time.

Our team collaborates digitally from locations around the country; there are no locational requirements for this position. We have content deadlines and occasional event-driven demands, but generally keep a flexible schedule. We are an equal opportunity, family-friendly organization. Our work is rewarding and our organization is making a difference.

DUTIES

The position of **Communications Associate** includes, but is not limited to, the following:

- The creation and distribution of routine emails to subscribers of the Strong Towns email lists.
- Working with the Content Team to write and update content for ongoing email engagement campaigns.
- The creation and distribution of micro-content, based on Strong Towns native web content, across social media platforms.

- The editing and distribution of micro-content produced by the Content Team, based on non-native content sources.
- Monitoring social engagement. Working with the Strong Towns Team to increase overall levels of engagement.
- Monitoring ongoing marketing campaigns. Providing advice and insight on future marketing campaigns.
- Utilizing data and analytics to refine strategies over time. Communicating strategies and results to others within the organization.
- Scheduling communications around Strong Towns events and other related engagements.
- Working with traditional and non-traditional media to expand the reach of the Strong Towns message.
- Being the first point of contact for media inquiries. Coordinating media interaction with the Strong Towns Public Relations firm.
- Periodically traveling, an estimated two to four times per year, for events, retreats and other engagements.

COMPENSATION

This is a full-time position that pays up to \$40,000 per year. In addition, Strong Towns provides a defined contribution for health coverage and a matching contribution for retirement.

TO APPLY

If you are interested in this position, please visit www.strongtowns.org/employment to start the application process. We are looking to fill this position before March 1, 2020.