



Digital Communications Coordinator Job Description

June 1 - August 31st

Overview

The Digital Communications Coordinator joins the River City Youth Ops team to coordinate a newsletter, social media, photography, audio/video, and website updates. This position can also serve as a mentor and supervisor during the 10-week summer youth program—and be empowered to lead youth into a functional project, such as making a podcast with partners or youth-led social media posts and digital media tools to amplify the work of our youth team and community partners. This position works with the entire team, including the new position, Program Manager and reports to the Program Director. This individual will exhibit demonstrated experience in digital marketing and communications and possible experience with project-based learning, outdoor experiential education, farming and gardening, and working with diverse youth.

About River City Youth Ops

River City Youth Ops creates opportunities for youth enrichment in the West Central neighborhood through community engagement, job training, and education. We envision a diverse community of empowered, skilled and capable youth working to strengthen themselves and their local environment.

Our core program is a youth training program where youth are paid educational stipends and we farm neighborhood lots and sell at two farmers markets per week, including every Friday evening at the Emerson-Garfield Farmers Market.

Responsibilities

- ❖ Manage, plan, and implement timely social media postings to feature River City Youth Ops youth, program activities, community volunteer days, and other public events throughout the season.
- ❖ Assist with a social media calendar and draft posts for approval before posting or scheduling the posts.
- ❖ Bring creative energy to content creation for monthly newsletter (MailChimp).
- ❖ Participate in mentoring, training and crew management at our farm sites and at the farmers markets.
- ❖ Communicate and coordinate with staff and Board of Directors to ensure we post photos with youth permission and collect quotes throughout the program of guest speakers, youth, volunteers, and other organizational partners that can be shared.



Minimum Qualifications

- ❖ On path to Bachelor's degree- Share relevant experience.
- ❖ Experience in digital communications, content creation, relationship management
- ❖ Communications experience with technical ability/interest

Critical Success Factors

- ❖ Interest in engaging with youth ages to 12 to 18 and ability to serve as a mentor
- ❖ An unwavering commitment to delivering a high-quality, educational job training program for young people in West Central.
- ❖ A passion for working with youth in a respectful, positive and empowering way.
- ❖ Exhibiting awareness and appreciation for each individual's inherent dignity and worth.
- ❖ A strong sense of ownership and integrity, from small or tedious tasks to large projects.
- ❖ Excellent relationship-building and collaboration skills with diverse groups of people.
- ❖ Genuine enthusiasm to engage with youth and staff on the farm on a regular basis.
- ❖ Willingness to learn and implement compassionate communication strategies that are interwoven into the program.
- ❖ Ability to bring transparency, honesty, and a compassionate perspective to the workplace.
- ❖ A commitment to implementing strategies for cultivating an inclusive organizational culture that recognizes existing systemic inequity.