



Young Women Empowered

5623 Rainier Ave S, Seattle, WA 98118 | 206-519-2426 | www.y-we.org

Now Hiring: Digital Communications Specialist

Reports to: Co-Executive Director

Application Deadline: None

Contractor: \$40-50/hour for ~20 hours per week

Location: Seattle, WA, partial work from home

Position Start Date: ASAP

ABOUT YOUNG WOMEN EMPOWERED (Y-WE): Y-WE cultivates the power of diverse young women* to be courageous leaders and creative changemakers. We serve youth ages 13-26 from all backgrounds in the greater Seattle area, centering BIPOC and gender expansive youth most impacted by systemic inequity. The container for our transformative programs is our intergenerational community of belonging, and we envision a society where all young women live their truth, achieve their dreams, and change our world. Y-WE is Women-of-Color led with a majority BIPOC staff, board, and mentor community. We've grown from a youth-led pilot program in 2010 to a nonprofit now serving 1,000+ participants annually through ongoing programs, public events, and other community activities. Y-WE also provides mentorship, wellness support services, opportunities for direct family aid, and more. Please visit our website for more information about our work and impact.

**those who identify as girls, women, trans, nonbinary, and gender expansive*

POSITION SUMMARY: The Digital Communication Specialist is responsible for enhancing engagement with our key audiences: primarily BIPOC youth and their parents but also funders, mentors, and partners.

KEY QUALITIES:

- Passion for empowering youth and centering their leadership
- Collaborative and can-do attitude
- Detail oriented and responsive
- Quick study and continuous learner, affinity for creating content and visual storytelling
- Self-starter willing to take initiative in a fast-paced environment
- Demonstrates creative and reflective thinking while exercising good judgment and discernment as a brand ambassador to Y-WE

RESPONSIBILITIES:

- Supports creation of editorial and marketing materials for web, newsletters, print, presentations
- Oversees and implements social media content creation and engagement across platforms, customizing media and message for diverse audiences
- Coordinates across program and development teams, working closely with Co-ED and Events Coordinator to advance communications objectives
- Develops workflows and content calendars to ensure coordinated implementation across channels

- Provides support for ongoing marketing, media, and community outreach activities; maintains and updates website
- Assists with planning and executing logistics for special events.
- Monitors site metrics and serves as primary point of contact for responding to messages
- Periodically attends programs and events to capture content or provide content direction
- Ensures a regular cadence of clear and consistent communications about Y-WE's programs and events for internal and external audiences

QUALIFICATIONS: We recognize that many types of skills and experiences contribute to success in a role. If you are passionate about Y-WE's mission and vision and believe you can be successful in this position, we welcome your application even if you do not meet every qualification listed below. Candidates who are BIPOC, gender expansive, LGBTQIA+, and people with disabilities are strongly encouraged to apply.

Qualifications

- Experience working with and engaging teens, particularly BIPOC youth
- Savvy creator of bite-size text and video content with strong writing skills and aesthetic design sense; Experience with graphic design, photography, and/or video is a plus
- Strong interpersonal and communications skills
- Proficiency in Canva, Adobe, Wordpress, Google analytics; familiarity with social media algorithms and Search Engine Optimization
- Appetite to learn new tools and stay informed about trends
- Passion for empowering youth and centering their leadership
- Collaborative and can-do attitude
- Detail oriented and responsive
- Quick study and continuous learner, affinity for creating content and visual storytelling
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Preferred Qualifications (one or more of the following)

- Proficient in a language other than English, relevant to the communities we serve, particularly Spanish, Amharic, Somali, or Vietnamese

WORKING AND ENVIRONMENTAL CONDITIONS: This position operates primarily in an office environment, with visits to external environments and locations that require traveling to and from various locations within the greater Seattle area. Post-COVID, Y-WE has adopted a hybrid work approach, encouraging in-person meetings with team members and community partners. This position requires the ability to: remain in a stationary position for prolonged periods of time; move/traverse within a multi-level office space, to/from community partner and program locations, and various meeting spaces; move/transport equipment and supplies that may exceed 30 lbs; effectively operate a computer and other office hardware, and use various internet-based applications and software; operate vehicles, including large passenger vans; and communicate frequently, effectively, and accurately with internal and external partners. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

QUESTIONS AND HOW TO APPLY: Please email your cover letter, resume, portfolio or website to silvia@y-we.org. The priority application deadline is February 1. Applications received after that date will be reviewed on a rolling basis. Please send any questions about the position or application process to silvia@y-we.org. No phone calls please. We look forward to receiving your application!

Young Women Empowered is an equal opportunity employer. We do not discriminate on the basis of race, religion, gender identity, sexual orientation, national origin, age, disability, or any other legally protected status.