



## JOB DESCRIPTION

<b>JOB TITLE:</b>	Communications Associate
<b>DEPARTMENT:</b>	Development and Communications
<b>REPORTS TO:</b>	Director of Development and Communications
<b>FLSA STATUS:</b>	Full-time, non-exempt

### General Statement of Duties

BREATHE LA is a nonprofit 501c3 organization dedicated to promoting lung health and clean air in Southern California. BREATHE LA addresses these issues through education, advocacy, research and technology. Programs are multi-cultural, multi-disciplined and tailored to individuals and communities, age ranges, and cultural backgrounds.

We are looking for an experienced and talented Communications Associate to help manage our social media accounts, do research and writing, and help with mainstream media outreach as well. You will be responsible for creating original content, managing posts, responding to followers, building up our brand and our influence, updating our webpages, writing newsletters, press releases, op-eds, brochures, and other collateral materials, and assisting with email distribution lists.

We expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company's views creatively. Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and customer engagement in order to generate attention to our cause and our programs and increase our influence on environmental and health issues. An interest in public policy advocacy is preferred as some of our work deals with environmental and health policy.

### Essential Duties and Responsibilities:

- Build an in-depth understanding of lung health-related issues and the environmental factors that contribute to poor air quality
- Demonstrate a well-informed understanding of the programs and services that BREATHE LA provides to the community
- Maintain existing BREATHE LA profiles and social media campaigns (i.e. Twitter, Facebook, Instagram, etc.) platforms by responding to posts and followers
- Conceive of stories and engaging content to reach a diverse audience of donors, volunteers, program participants, staff, media, and the general public
- Create and maintain a social media editorial calendar and posting schedule
- Manage presence in social networking sites and day to day activities
- Conduct research
- Conduct brand advocacy

- Create/maintain an organization blog
- Create and upload videos
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Remain current on news pertinent to BREATHE LA constituents
- Write articles for internal and external audiences; print and online publications
- Write annual report for donors and other organization constituents
- Write bi-monthly organizational newsletters and other outreach vehicles
- Write and post website updates
- Write press releases, op-eds, brochures, and other collateral materials
- Build/maintain a brand ambassador network of community partners
- Seed content into social networks
- Update and manage media lists
- Assist with organizing and managing email distribution lists.
- Prepare monthly reports to provide qualitative and quantitative project evaluation status to Senior Management
- Adhere to BREATHE LA's policies and procedures consistent with the mission, vision and value statements

**Required Qualifications:**

- Knowledge of creating/maintaining social media network profiles
- Must be proficient in Microsoft Word & Excel. Adobe Photoshop/Illustrator a plus
- Ability to give attention to detail
- Strong communication and writing skills
- Ability to perform several tasks concurrently
- Community organizing and related experience working with hard-to-reach populations
- Develop benchmark metrics to measure the results of social media programs
- Analyze and evaluate social media campaigns and strategies
- Report on effectiveness of campaigns
- Monitor trends in social media
- Monitor the activities of main competitors in social media
- Monitor social space for brand and related topics and conversations
- Basic understanding of Search Engine Optimization
- Ability to conduct project-based research independently
- Community-based program development, implementation and evaluation familiarity
- Must enjoy working with people and have the ability to work well individually, on cross-functional teams and in collaborative partnerships with other community agencies and organizations.

Candidates must have the motivation and ability to utilize the above skills in the development and implementation of BREATHE LA's programs. This job description reflects management's

assignments of essential functions. It does not prescribe or restrict responsibilities that may be assigned.

**Preferred Qualifications:**

- Bachelor's Degree strongly preferred in community/public health
- Previous non-profit work experience a plus
- Writing and speaking fluency in Spanish
- Wordpress/Tumblr blog experience preferred

**Salary DOE.** Competitive compensation and benefits, EOE. Valid work authorization (i.e. Proof of Citizenship or lawful permanent resident or valid work permit issued by U.S. Citizenship and Immigration Services) is required.

To apply, send cover letter and resume to [info@breathela.org](mailto:info@breathela.org).