

## Communications Associate, Social Media

### Center for Community Progress Job Announcement

<b>Job Title</b>	Communications Associate
<b>Reports To</b>	Director, Communications
<b>Reporting Relationships</b>	This position does not have any full-time staff directly reporting to them.
<b>Date</b>	March 7, 2024
<b>Location</b>	Washington, DC (hybrid) preferred, remote candidates considered

### Center for Community Progress

We are a national nonprofit with a mission to foster strong, equitable communities where vacant, abandoned, and deteriorated properties are transformed into assets for neighbors and neighborhoods. We are former practitioners and policymakers who understand that today's neighborhoods have been shaped by decades of unjust and racist land use and financing policies—and we are driven by the promise of safe, healthy, resilient, and inclusive neighborhoods that provide opportunity and dignity for all.

Community Progress is highly regarded as the nation's leading resource for urban, suburban, and rural communities seeking to equitably address the full cycle of property revitalization. We help communities access policies, tools, and resources to transform problem properties. We have provided customized, expert guidance to more than 300 communities in over 35 states and reached tens of thousands across the United States with free educational programming. Learn more at [www.communityprogress.org](http://www.communityprogress.org).

### Job Summary

The Center for Community Progress is seeking a curious, proactive, and creative person to become the third member of our communications team as a Communications Associate focused on social media, content creation, and digital strategy. They will join a small team of passionate thought leaders and technical experts who care deeply about racial equity and justice. Recognizing the barriers vacant and abandoned properties create to fostering equitable communities, this person will work alongside some of the nation's top experts on topics such as land banking, alternative land use, delinquent property tax enforcement, and housing and building code enforcement.

Primarily, the Communications Associate will dive into the world of social media video and content creation, shaping narratives that resonate with our online community and tracking our digital impact. With creativity and an earnest voice, the person in this role will help Community Progress connect with audiences who care about topics like urban planning, community revitalization, racial equity, public art, and the policies and programs that make cities tick.

This role is a new position on our growing communications team, where everyone does a little bit of everything. The ideal addition to this team is someone who thrives on the power of social media as a tool for education, inspiration, and storytelling and is eager to unpack complex topics and share stories that matter.

We would prefer for this full-time position to be based in Washington, D.C. on a flexible remote/in-office hybrid schedule to facilitate filming and content collaboration. However, Community Progress has a strong remote work culture and, in pursuit of growing a nation-leading team of highly skilled diverse experts, will consider remote candidates. We are looking for a start date in early June 2024.

## **Duties and Essential Job Functions**

### **Social Media (50%)**

- Turn Community Progress' work (e.g., publications, resources, announcements, events, general knowledge on vacant properties) into content that informs and engages our audiences for Instagram, Facebook, LinkedIn, and TikTok
- Script, film, and edit a variety of short-form videos for Instagram Reels and TikTok, including short-form explainers and resident and community leader interviews and stories for our new community-centered storytelling initiative
- Proactively identify ideas for content based on program work and outputs, organization announcements, community development policy and practice news, and communications goals
- Assist with social media platform goal setting and strategy (e.g., growing following, leaving Twitter/X, starting TikTok)
- Develop and maintain a social media content calendar in collaboration with the Communications team
- Manage audiences on social media platforms, including responding to comments, tagging/follow appropriate accounts, and sharing relevant partner content
- Travel with Community Progress staff to site visits, learning exchanges, and conferences to capture video and social media/storytelling content (domestic US travel expected approximately 4-6 times a year)

### **Editorial and Communications Support (20%)**

- Help write and edit blog posts for [communityprogress.org](https://communityprogress.org) (e.g., explainers, Q&As, summaries)
- Identify ideas for new blog posts that uplift Community Progress work and fill resource gaps

### **Analytics and Research (20%)**

- Report on performance of social media posts and platform growth
- Provide support on website analytics (using Google Analytics 4)
- Stay abreast of new developments in social media news and technology changes

### **Other (10%)**

- Provide support to the communications team and organization on other projects (email, press, website content, event support) as identified by Communications Director

## Required

- A minimum of 2 years of experience creating social media content, and ability to provide samples of personal or professional social media posts and videos that demonstrate proficiency

## Qualifications

- A demonstrated commitment to public and community service with an enthusiasm for Community Progress's mission and a shared commitment to diversity, equity, inclusion, and justice
- Awareness of the history of unjust policies that have contributed to disinvested communities and racial inequities, and a commitment to working collaboratively with leaders in the field to develop new policies and programs that prioritize racial and economic justice
- Passion for using social media and its potential a tool for education and storytelling
- Proficiency posting on Instagram, Facebook, and TikTok and familiarity with general and evolving social media best practices
- Experience filming and editing videos for social media
- Proficiency with content creation tools like Canva, Adobe Creative Suite, and CapCut
- Comfort and interpersonal sensitivity filming and interviewing people from diverse backgrounds and communities
- Strong research and analytical skills to measure content performance
- Ability to proactively seek opportunities to collaborate with colleagues and turn Community Progress outputs and programming into social media content
- Curiosity about the topics Community Progress works on (e.g., vacant properties, land banks, code enforcement, property taxes), and excitement about explaining them to a broader audience
- Capacity to receive and implement feedback and work efficiently on multiple projects
- Familiarity with Google Analytics and SEO a plus
- Experience in journalism, nonprofit, think tank, community development, urban planning, real estate, or city/local government settings a plus

## Salary and Benefits

The Center for Community Progress is offering a starting salary for the position of Communications Associate of \$60,000 annually. Additionally, the Center for Community Progress provides an excellent and comprehensive benefits package that includes medical, dental, vision, 401k match, professional development, access to flexible spending or health savings accounts, and generous personal time off benefits.

## Application Instructions

Interested applicants must submit a cover letter, resume, samples social media content posts (e.g., links or screenshots of posts) and a link to a video you have produced and edited. You can include samples/links in your cover letter. All materials must be submitted using the form on our Jobs page [communityprogress.org/jobs](https://communityprogress.org/jobs).

## Equal Opportunity Employment

The Center for Community Progress (Community Progress) does not discriminate on the basis of race, color, national origin, disability, age, or sex in administration of its programs or activities, nor does it intimidate or retaliate against any individual or group because they have exercised their rights to participate in actions protected, or oppose action prohibited, by 40 C.F.R. Parts 5 and 7, or for the purpose of interfering with such rights. Community Progress' Chief Administrative Officer (CAO) is responsible for coordination of compliance efforts and receipt of inquiries concerning non-discrimination requirements implemented by 40 C.F.R. Parts 5 and 7.

If you have any questions, or believe that you have been discriminated against with respect to a Community Progress activity, you may contact Courtney Knox, CAO, at [cknox@communityprogress.org](mailto:cknox@communityprogress.org) or at (877) 542-4842 ext. 154. You may also visit our website for more information: <https://communityprogress.org/notice-of-non-discrimination/>.