Organization Name: Colorado Youth Matter
Location (City/State): Denver, Colorado
Organization’s Website: www.coloradoyouthmatter.org

X Yearlong Fellowship (June 2016-May 2017)

Summer Fellowship (June-August 2016)

Organization’s Mission and Goals (50 words or less):
The mission of Colorado Youth Matter is to actively engage Colorado communities to promote the healthy sexual development of all young people. Our work constellates around two key goal areas:

1. We strengthen the leadership of educators, service providers and other advocates for youth sexual health:
   
   We educate and train youth, community partners and state leaders to build their capacity to reach their goals and be effective advocates for young people
   
   We share research and data to build informed, data-driven organizing and action

2. We build on successes and learn from mistakes in order to advance the movement for youth sexual health:
   
   We advocate for policies, services, programs and funding to make sure that our efforts keep improving and that our work has a lasting impact
   
   We connect networks and coalitions to build a shared vision, coordinate strategies and take action for lasting youth sexual health

Title of PIFP Fellow: Communications Coordinator

Primary responsibilities of the PIFP fellow (please list, 100 words or less):

Communications and Marketing
o Update and maintain Colorado Youth Matter’s social media presence, including daily monitoring, posting, scheduling and reporting Facebook updates
o Monitoring the daily landscape of sexual health in the media
o Assist in planning, writing and managing e-blasts and e-newsletters
o Draft, distribute and pitch news releases, media alerts and other stories
o Assist with maintaining editorial and event calendars
o Design flyers, graphics, evites and other marketing material
o Update the organization’s website regularly
o Create comprehensive database of targeted businesses and community organizations
o Assist with the creation and maintenance of a statewide youth activist network
o Collaborate with staff on new ideas, directions, and tools for marketing and communications

Community Outreach and Development:
- Assist in coordination of annual statewide conference, Raising the Bar, and small community fundraising events, including local receptions, percent-days, and donor cultivation events
- Secure local business support, online giving opportunities and other forms of “passive” income
- Coordinate annual Colorado Gives Day, related year-end giving, and peer-to-peer fundraising campaigns
- Research new funding opportunities
- Assist with grant writing

Research and Data:
- Assist in collecting and analyzing data for the State of Adolescent Sexual Health (SASH) Report and the Colorado Sex Ed Snapshot report
- Assist in additional report writing and data gathering opportunities for grant reports and collaborative research, including writing and editing of CYM’s Annual Report
- Compile relevant resources and content for the Colorado Youth Matter website
- Conduct research on approaches that are consistent with program sustainability, positive youth development and youth sexual health

Other Requirements
- Complete other duties pertinent to the position, as assigned by the Development and Strategic Communications Director
- Support the successful execution and evaluation of Colorado Youth Matter’s strategic plan

Qualifications sought in the PIFP fellow (please list, 100 words or less):
- A commitment to cultural responsiveness and a demonstrated capacity to work with diverse groups.
- Must have interest in youth sexual health and increasing access to comprehensive sex education, sexual health resources and services
- Exceptional communication skills with demonstrated ability to write effectively, speak persuasively, and listen attentively
- Self-motivated and an independent worker, with ability to focus in an open office environment and define their role within a team
- Ability to manage changing priorities, deadlines and multiple tasks, and to respond flexibly to change
- Experience with program management and event planning.
- Exceptional verbal and written communication skills.
Skills/Experience sought in the PIFP fellow:

- Proficiency in Microsoft Office, basic computer applications (Adobe Creative Suite preferred) and web-based platforms.
- Social media savvy
- Physical ability to stoop, kneel, bend, sit for extended periods, and perform light lifting.
- Exhibit leadership and initiative in various projects and work settings.
- Access to reliable transportation: position requires travel to sites across Denver and Colorado.
- Availability to work some evenings and weekends.
- Values direct, ethical communication, inclusive practices and different points of view.
- Has commitment to the mission, values and strategic direction of Colorado Youth Matter and desire to promote the work of Colorado Youth Matter in a professional and ethical manner.

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Technology Skills Required:
- Excel
- Power Point
- Publisher
- GIS
- Graphic design
- Database management
- Constant Contact
- Social media
- Video/film production
- Website design

Certifications Required:
- WFA
- WFR
- First Aid
- CPR

Language Skills Required:
- Spanish
- Other: