



## Communications Consultant, Chicago

The Young Center for Immigrant Children's Rights seeks a consultant in the communications field to work with our development team, based in Chicago, Illinois. The Young Center is dedicated to promoting the best interests – safety and well-being – of unaccompanied and separated immigrant children in the United States. The Young Center serves as Child Advocate (best interests guardian *ad litem* in immigration proceedings) for unaccompanied children pursuant to the Trafficking Victims Protection Reauthorization Act (TVPRA) and the 2013 Violence Against Women Act. The Young Center also conducts policy advocacy at the national level to promote consideration of best interests in all decisions concerning immigrant children. We are headquartered in Chicago, with offices in New York; Washington DC; Harlingen, Texas; San Antonio; Houston; Phoenix; and Los Angeles.

### **Communications Consultant**

The Young Center seeks the proven expertise of a consultant in the Communications field to drive social media strategy and public relations efforts to raise awareness about unaccompanied minors and build support among foundations, individual donors, the public and policy makers. The consultant will design and execute a communications plan to raise awareness about issues affecting unaccompanied immigrant children. This will increase the visibility and impact of the organization, allowing us to build support among the public and policy makers, and increase funding for our programs and advocacy. The consultant will work closely with the Executive Director to secure and manage media inquiries and draft key communications pieces (action alerts, press releases) positioning the Young Center as an expert on immigrant children's issues; and the Development Director to draft newsletters, attract supporters, provide information and ultimately increase donations. Excellent writing skills and ability to draft social media content are key. This individual must be a creative, experienced self-starter with a passion for advocacy.

The consultant will:

- Develop and implement an integrated, proactive, strategic communications plan to advance the Young Center's brand identity, broaden awareness of programs and services and care, and increase the visibility of its initiatives across key stakeholder audiences.
- Manage all social media accounts including drafting content, posting, increasing engagement, developing and executing "follower-building" campaigns.
- Draft and finalize key communication content and pieces, including e-newsletters, action alerts, print and electronic promotional materials (brochures, flyers, fact sheets) to engage supporters and drive media and key stakeholder attention.
- Lead and execute Young Center media opportunities by writing press releases, pitching to media, securing speaking engagements and interviews, and drafting op eds and press releases. Develop a list of trusted reporters to generate local and national media coverage for the Young Center.
- Manage, plan, direct, control and implement public relations strategy focused on the Young Center programs, advocacy, and support for fundraising events.
- Ensure the brand voice, messaging and outreach efforts of the organization are consistent, timely and relevant.



- Develop website content, in conjunction with leadership staff, to expand communications efforts and social media presence (i.e. feature stories and achievements, news, etc.) Researches and initiates the production of multimedia web content.
- Evaluate the outcome of communication and marketing strategy by measuring the number of op-eds published, press releases issued, newsletters and action alerts published. Track the number of new organizations that sign on to Young Center efforts, the number of media inquiries and published quotes, and the number of increased donors and supporters.

**Skills/experience:**

- Experience in a communication/marketing or PR environment
- Exceptional skills in writing, editing, and verbal communications
- Experience in creating and working with internal teams to implement strategic communication and marketing plans.
- Strong knowledge of social media platforms and ability to write copy for social media
- Proven ability to establish effective working relationships with media and community contacts (broadcast, print, radio, social media)
- Demonstrated problem solving, analysis, information gathering and monitoring skills

Candidates shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, mental or physical disability, sexual orientation, gender (including pregnancy and gender expression) identity, color, marital status, veteran status, medical condition, or any other classification protected by federal, state, or local law or ordinance. Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise the Young Center in writing of special needs at the time of application.

Please email a cover letter, CV, three references and 3 samples demonstrating your communications work to [jobs@TheYoungCenter.org](mailto:jobs@TheYoungCenter.org) with the subject line **Communications Consultant**. To learn more about the Young Center's work, please visit [www.TheYoungCenter.org](http://www.TheYoungCenter.org).