



JOB DESCRIPTION:

Program Associate

Full time

Reports to Director of Programs and Operations

Organization

Just City was founded in 2015 by a group of activists, attorneys, and civic leaders who saw the need for a powerful, independent voice to support the individuals, children, and families who are, or have been in contact with, the criminal justice system in the Mid-South. We advocate for strong, consistent adult and children's right to counsel policies and accelerate community-driven solutions to the problems presented by the criminal justice system.

Job Summary

The Program Associate will play a critical role in Just City's administrative, communication, and development work as it pursues criminal justice reform in the Mid-South. The Program Associate supports operations, some programs, communication activity, and development need of Just City.

The Associate will be supervised by and work with the Director of Programs and Operations and will work closely with the Executive Director. The Associate will also work closely with other staff members, consultants and interns. The Program Associate will operate in Memphis as a full time employee of Just City, with regular supervision from Just City leadership and its Board of Directors.

Responsibilities

Administrative

- Manage donor administration activities, including drafting donor reports, donor database entry, updates, invitations, thank you notes, and other materials.
- Support the Executive Director and Director of Programs and Operations with light clerical duties, including filing of expenses, processing payments, and other operations support.
- Manage office supply and equipment inventories.

Communication

- Work closely with Director of Programs and Operations to develop and implement communication plans and policies, including social media and outreach strategies and editorial calendar.
- Help maintain Just City's media platforms (website, Facebook, Twitter, etc.) and ensure that information is posted regularly, correctly, and in a way that is user friendly and attractive.
- Maintain Just City's contact list, client database and donor database.
- Manage Just City's image and video database.
- Assist in the creation and distribution of Annual Reports and other major publications.

Digital engagement and content generation

- Produce and/or generate unique online content (i.e. videos, infographics, photos) that engages audience segments and leads to measurable action such as awareness-raising, fundraising, list-building, etc.
- Work closely with Director of Programs and Operations to create and distribute emails, including newsletters, through third-party email software.
- Leverage existing relationships with key media outlets including newspapers and bloggers to increase Just City's reach and amplify the work being done in the criminal justice reform space.

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Development

- Conduct prospect and foundation research.
- Help develop and execute online fundraising strategies, campaigns and calls to action.
- Implement and monitor metrics and analysis of online fundraising and constituent mobilization campaigns

Other Related Tasks

- Organize events and provide logistical support as needed
- Participate in Just City's strategic thinking and planning for program directions and initiatives
- Travel and represent Just City at state and national gatherings as needed.
- Attend regular weekly meetings with Just City staff in Memphis
- Attend quarterly Just City Board meetings as requested
- Serve as representative and advocate for Just City, its mission and projects

Qualifications

Required Experience & Skills

- A Bachelor's degree in communications, journalism, marketing, or related field.
- At least two years' experience with communications in the non-profit, public interest, or government sector.
- Excellent organizational skills and attention to detail; ability to help drive projects to completion and multi-task.
- Strong writing and editing skills, including the ability to tell a good story that inspires people to take action.
- Experience in using website and CRM software, social media platforms, and social media management tools.
- Demonstrated experience designing and implements successful communications initiatives and campaigns.
- Comfort working within a startup, non-profit environment.

Desirable

- Graphic and website design skills and experience.
- Experience with measurement and analytics tools.
- Knowledge of, or experience in, online fundraising, nonprofit advocacy, membership cultivation and marketing.

Job Details

Just City is based in Memphis, TN. Traveling, evening and weekend work are occasionally required for this position. Salary is commensurate with experience and benefits are provided. Just City based is an equal opportunity employer that does not discriminate in its hiring practices and, in order to build the strongest workforce possible, actively seeks a diverse applicant pool.

To Apply

Please complete the application using the link below:

<https://airtable.com/shr82TdwC468UdBfB>

Applications will be accepted until Friday, March 15, 2017, 5pm CST. **NO CALLS PLEASE.** Please direct any inquiries about the role to jobs@justcity.org.

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