

## Job Description COMMUNICATIONS & ADVOCACY ASSOCIATE

**Status:** Full time, nonexempt hourly  
**Reports to:** Community Education & Advocacy Officer

### Mission

Friends is a diverse community of individuals, families, and institutions who love our San Francisco Public Library and make it exceptional. We champion free public access to information, resources, and opportunities for all people. Our mission is to strengthen, support and advocate for a premier public library in San Francisco.

### Summary of Responsibilities

Under the direct supervision of the Community Education and Advocacy Officer, the Community Education and Advocacy Associate furthers Friends' mission in two ways: coordinating community outreach and book-related events, and supporting communications strategies of the department - electronic, social media, video, and print - in support of communication and fundraising strategies.

This is an exciting opportunity to join a team in building greater visibility and engagement of San Francisco residents in our mission.

### Deliverables

- Maintain focus on strategies that attract new audiences and repeatedly engage supporters in actions that fulfill our advocacy and fundraising goals for the organization.
- Create, schedule, manage and promote community-based book-selling events in coordination with Book Program staff and Volunteer Manager.
- Assist Communications Officer and Board Communications Committee in carrying out other community engagement events, including promotions, invitations, registration, and technology, and run-of-show.
- Maintain a master calendar for email, events, and content posting.
- Manage Hootsuite and scheduling for social media accounts (Facebook, Twitter, Instagram)
- Coordinate schedule, produce, and deliver of Friends' eNewsletters and [At the Library](#) page of SFPL publication.
- Assist with filming and editing short video content and recording and editing short podcast content.



- Maintain consistency of branding, style guide and messaging in all Friends' online content development and collateral in line with overall strategic and fundraising plans and sales goals of Book Program.
- Help track success of events, email marketing, and social media strategies (i.e., google analytics for website traffic, capture of new emails, phone, and addresses, open rates of email communications, and online donations).

### **Friends Mission and Values & Community Relationships**

- Serve on the Friends' staff team with the SFPL Communications team for coordinating cross promotion of Library and Friends' initiatives.
- Positively represent the mission and community value of Friends in meetings, conversations and/or presentations with customers, members, and donors, and the SFPL staff.
- Promote and articulate the goals and messaging of Friends' advocacy and fundraising campaigns and bookselling initiatives.

### **Desired Qualifications:**

The ideal candidate for this job brings a combination of digital media marketing skills and community-based outreach experience in the service of diverse communities in San Francisco.

#### Experience:

- 2-3 years of professional experience in community outreach, public service marketing, and/or digital media marketing.
- Bilingual skills in Spanish and/or Chinese a plus
- Must have a dedicated interest in and/or experience in nonprofit community-based, mission-driven work and a desire to work for the values of inclusion, equity and public libraires.
- 1-2 years of experience organizing events.
- Excellent writing, editing, and proofing skills.
- Proficiency in all Microsoft Office and InDesign preferred.
- Ability to analyze digital media data, identify trends and insights, and develop recommendations accordingly.
- Experience with Google Analytics, Google AdWords, Facebook, Twitter Ad Manager, and Hootsuite preferred.
- Experience with or comfortable with learning fundraising databases and digital platforms (Blackbaud CRM preferably)
- High degree of dependability, flexibility, and initiative.
- Strong interpersonal and diplomacy skills, exceptional customer service.
- Ability to develop and maintain collaborative and professional relationships.

#### Personal Attributes and Values

- Strong work ethic with an orientation toward action, innovation, and process improvement.



- A proactive and creative problem solver who drives for results and can overcome project setbacks.
- Ability to work independently, as part of a team and collaboratively across departments, and with people of diverse backgrounds and circumstances.

**Salary and compensation:**

\$50,000 - \$60,000, commensurate with experience.

Medical, Dental, Vision, PTO, Paid Holidays, 403(b), Commuter Pre-tax, LTD, and Life Insurance

**To apply:** Submit cover letter, resume, and three references by email to: [employment@friendssfpl.org](mailto:employment@friendssfpl.org)

Enter your name, then the job title in the subject line. No phone calls please.

Friends of the San Francisco Public Library is an Equal Opportunity Employer. Qualified applicants will receive consideration for employment without regard to the fact or perception of their race, creed, religion, color, ancestry, national origin, age, sex, sexual orientation, gender identity, domestic partner status, marital status, disability, weight, height or AIDS/HIV status.

