



2022 Communications Fellow Program

Job Title: Full-Time Digital Communications Fellow

Reports To: Communication and Digital Strategy Co-Directors

Hourly rate: \$20/hr including paid federal and state holidays, paid time off, and two floating holidays

Offering Benefits: Healthcare

Who We Are:

The Progressive Leadership Alliance of Nevada (PLAN) was founded in 1994 by local activists to build a more fair and just Nevada that puts people and planet first. We organize with front line communities and directly impacted leaders to fight for policy change and community investments that improve people's lives. Since 1994, our organization has grown from 12 original founding member groups to a current membership of more than 30 groups. PLAN is recognized by the IRS as a not for profit 501c3 charitable organization. To learn more, visit www.planevada.org and check us out on social media at @PLANevada.

Position Overview:

PLAN's digital communications fellow will work as part of the Communications and Digital department as we strive to uplift the work of our organization, the story of our leaders, and the change we want to see in our communities. As a Digital Communications Fellow, you will help implement a digital and social media strategy utilizing various digital tools and ad campaigns. The digital fellow will have the opportunity to learn how to draft social media toolkits and campaign materials. This program allows you to flex your creative muscles by creating engaging and educational graphics and videos to create a strong social media presence.

Nevada has long been subjected to governance that prioritizes business interests over the people. That's why PLAN has been organizing since 1994 to take on the mining industry and fight for LGBTQ rights, immigrant rights, and worker rights. Fellows will work alongside our diverse member groups, and statewide and national coalitions to tip the balance of power.

People of color, women, gay, lesbian, bisexual, queer, and transgender individuals are strongly encouraged to apply for all of our employment and volunteer opportunities. We prioritize maintaining a safe space where every employee and member can participate fully in our work.

The Digital Communications Fellowship is a grant-funded position guaranteed through August, with the possibility of a permanent position pending funding.

Duties and Responsibilities:

PLAN's Digital Communication fellow will:

- Develop content and maintain engaging online social spaces that expand the awareness of PLAN and increase reach and target niche audiences via social media (e.g. Facebook, Twitter, Instagram, YouTube, TikTok, etc.)
- Contribute to PLAN's digital actions, including email blasts, petitions, newsletters, and monitor and engage with online community and allies to better establish PLAN's voice in the community
- Write, edit, and schedule both organic and paid social posts using social media management programs
- Assist in the maintenance of a content calendar
- Provide support for PLAN's in-person and virtual events
- Stay up-to-date with the latest social media trends and digital media technology
- Plan, create, and manage digital content in collaboration with the Communications Directors, including website content, graphics, and video across social media and web platforms
- Assist in the collection of community member stories
- Recommend innovative approaches, feedback, and personal perspective to create content that speaks to our community
- Support engagement emails, blogs, and calls-to-action as needed
- Virtually attend daily report backs, submit content to be reviewed in a timely manner

Qualifications/Preferred Skills:

- **Knowledge of social media platforms, including Twitter, Facebook, Instagram, YouTube and TikTok**
- **Working knowledge of Canva**
- **Experience in video editing and working knowledge of video editing software and platforms**
- **Some experience in graphic design is preferred**
- Ability to think creatively and execute the vision
- Ability to work collaboratively and effectively with diverse groups and people
- Self-motivated, independent, willing to work long, flexible hours and meet tight deadlines within a fast-paced working environment
- Knowledge of, or interest in, local and social justice organizations and/or the progressive issues
- Strong commitment to social and racial justice
- Knowledge or ability to learn of digital and design tools such as Sprout, Meltwater, Canva, and Salsalabs
- Knowledge of Video production/editing, graphic design, and a working knowledge of Adobe Design Suite, especially Illustrator, Photoshop and Premiere is preferred

Working Conditions:

Position will be mainly working from home, with the ability to work in PLAN's Las Vegas or Reno offices. When working from the office or to work in person events, PLAN requires vaccination, as well as following COVID-19 protocols in office.

To Apply:

Email the following documents to hfong@planevada.org and mbrowne@planevada.org with the subject line, "Digital Communications Fellow Application, [first and last name]":

Resume

Cover Letter

Submit Graphic Sample:

- Create a sample graphic, promotional tweet, and Facebook post for a fake event
 - a) Ex. a protest outside of the eviction courts calling to stop evicting Nevadans

Priority deadline for application is [ten days after posting]

For qualified applicants, the selection process will include a zoom interview with PLAN's Communications Co-Directors. A skills assessment may be necessary for the top candidates. The final candidate will meet with executive leadership before receiving an offer letter.
