

Communications Specialist Position

THE ALLIANCE

The Alliance is a united movement of organizations and individuals working together to serve vulnerable kids and families in the Greater Sacramento Area.

Our Mission is to prevent and heal childhood trauma by leveraging the power of collaboration. The Alliance accomplishes this by **CONNECTING** local agencies, nonprofits and churches with each other and valuable resources, **MOBILIZING** the community to make a difference, and **EQUIPPING** people to support kids in trauma-informed ways. The Alliance serves current/former foster youth, resource & adoptive families, single parents, families in crisis, refugees resettling locally and any child with trauma history.

COMMUNICATIONS SPECIALIST ROLE & RESPONSIBILITIES

The Communications Specialist helps amplify the Alliance's mission by telling compelling stories, increasing engagement, and ensuring consistent, mission-aligned messaging across all platforms.

- **Qualifications/Prerequisites:**
 - Hold a bachelor's degree in a related field (Marketing, Comms, Graphic Design, etc.)
 - 1-2 years of social media/writing experience for multiple audiences
 - Knowledge of posting trends, algorithms, and strategy
 - Basic graphic design and video editing with tools such as Canva and/or Capcut
 - A passion to serve at-risk youth and families
- **Job Duties:**
 - Oversee social media scheduling and content creation on multiple platforms
 - Watch trends, track analytics, and propose adjustments
 - Set up marketing plans for events and campaigns
 - Work with Alliance staff on branding and organizational communication
 - Create content and send out our monthly newsletter
 - Work with Associate Director to create special email campaigns for events/fundraising
 - Connect with Alliance Member (social media reps) to collaborate and cross-post
- **Expectations:**
 - Post to all 4 social media accounts 5-10 times per week
 - Attend weekly staff meetings in-person (Wednesdays from 1-2:30pm)
 - Present a monthly social media plan at the last staff meeting each month
 - Hold additional in-person office hours to connect with the team
 - Be present at Alliance events during the year
- **Salary:** 15-20 hours/week at \$20-\$25/hour (based on qualifications and past experience)
- **Benefits (Available after 90 days of employment)**
 - Flexible working hours
 - Paid time off (vacation time and sick time)
 - Simple IRA with 3% company match

FOLLOW UP

- If you meet the above requirements and are interested in this position, please submit your resume to our Associate Director, **Jen Esparza**, at jen@defendingthecause.org.