



Communications Associate

Detroit, Michigan (Remote)

About Mothering Justice

Mothering Justice is a statewide project in Michigan dedicated to empowering mothers of color to influence policy on behalf of themselves and their families. Through advocacy, leadership development, voter empowerment and promoting family-friendly advocacy, Mothering Justice raises the voices of mothers and helps them become policy shapers. The overall goal of the organization is to have a well-organized group of mothers that can engage fellow parents and lawmakers around a variety of issues that affect working families.

For more information on Mothering Justice, visit: www.motheringjustice.org.

Job Description

Since 2017, Mothering Justice has grown significantly from a team of five to over twenty staff members and is expanding its impact nationally. To support this growth, Mothering Justice is seeking a **Communications Associate** for its Michigan team. We are seeking an experienced and creative individual to assist with project management, communications plan development and execution for multiple initiatives and campaigns focusing on community impact initiatives for BIPOC and at-risk populations.

The ideal candidate works well solo and as part of a team, and **has experience with** and passion for:

- **Understanding the digital media landscape as well as popular media trends**
- **Creating content and assist with developing innovative marketing campaigns**
- Executing key components of the plan (**hands-on**)
- **Getting things done while working remotely**
- Increasing access to resources for **BIPOC and at-risk populations**

Education and Experience

- 3+ years of marketing/communications experience leading projects
- BS/BA degree in business administration, marketing, communications, or commensurate experience.

Essential Duties/Responsibilities

- **Lead campaign and content development for C4 Platforms** in collaboration with Communications Director
- Assist with campaign and content development for C3 Platforms under the direction of the Communications Director
- Ability to work remotely and participate in online video conferences/meetings as required



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- Execute large and small communications campaigns, including identifying objectives, managing timelines, content development, approvals, and execution
- Assist with implementing, and monitoring marketing programs such as email, social media digital campaigns, and events.
- Develop content for digital platforms as needed
- Analyze campaign effectiveness, making recommendations on areas for improvement and opportunity
- Liaise with multiple in-house clients to determine objectives and support their goals and initiatives
- Manage reporting of data and metrics associated with campaigns as needed
- Work with internal and external creative services groups to develop marketing materials that meet marketing objectives and brand requirements
- Conduct market research and analyze trends to identify new marketing opportunities as needed
- Ad hoc project management

Qualifications – Required

- Social media management and content development experience
- Proficiency in Microsoft Products (Word, Excel, PowerPoint and Outlook)
- Analytical/Quantitative experience including the ability to understand/manage/disseminate data, processes and systems. Google Analytics experience a plus
- Demonstrated interpersonal, collaborative and relationship-building skills to interact positively with teammates and clients
- Strong organization, attention to detail, and follow-through skills
- Strong written and verbal communications skills including ability to communicate information clearly and effectively
- Demonstrate proactive behavior and problem-solving skills with a "can do" attitude; highly motivated, goal-oriented, self-starter
- Easily adaptable to managing multiple projects at once with short deadlines
- Comfortable collaborating online and works well with others and independently



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Qualifications – Preferred

- Experience evaluating Google Analytics, Twitter, Signal & Facebook campaign results
- Ability to work within various Content Management Systems (i.e. Wordpress, Wix, Squarespace)
- Familiarity with nonprofits and BIPOC community a plus

The salary range for this role is expected to be \$40,000 - \$45,000 per year, with actual salary commensurate with experience.

How to Apply

Please send resume and cover letter to hr@motheringjustice.org. Please put your name and "MJ Communications Associate" in the subject line. Applications will be reviewed on an ongoing basis.

Mothering Justice is an equal opportunity employer that values diversity. We do not discriminate in employment based on any individual's race, socioeconomic status, national origin, color, disability, religion, gender, age, marital status, sexual orientation or gender identity and encourage all candidates to apply.