EMPLOYMENT OPPORTUNITY:
DIGITAL ASSOCIATE

Type: Contract (Renewable for 3 years)
Salary: $12.10-$33.90 hourly
Title Code: Assistant Public Administration Analyst
How to Apply: hr.mycareer.ucla.edu/applicants/Central?quickFind=77059
UCLA Requisition Number: 30950

Summary Statement:
The UCLA Latino Policy & Politics Initiative (LPPI) seeks a dynamic communications professional to serve as our Digital Communications & Creative Design Specialist (DC). LPPI champions nonpartisan, evidence-based domestic policy solutions that improve the economic, political, and social landscape for Latinos and other communities of color in states and localities across the U.S. LPPI leverages UCLA’s cross-disciplinary strengths to create an enterprise-wide home for Latino social policy with expertise in over a dozen issue areas including civil rights, criminal justice, educational equity, health access, housing, and voting and civic participation. LPPI fosters innovative research, leverages policy-relevant expertise, drives civic engagement, and nurtures a leadership pipeline to propel viable policy reforms that expand opportunity for all Americans.

The Digital Communications Associate will work to advance the research, communication, and support the various communication initiatives and design needs within LPPI. Reporting to the Communications Manager and/or LPPI Directors, she/he will be a key player in LPPI's communication activities and targeted dissemination efforts. As a member of the communications team, she/he will be responsible for data visualization and digital formatting of faculty policy briefs, internal research publications, LPPI leadership and civic engagement programming, and emerging projects as they arise. The Digital Communications Associate’s responsibilities include leading the design, production, and implementation of visual graphics and content creation; planning, analyzing, and creating visual graphics and content that communicate the various project ideas, goals, and research; and creating and proposing effective way of sharing information through various medias - print, electronic, film, etc. - using a variety of methods. The Digital Communications Associate will coordinate with the Communications Manager and LPPI executive leadership to ensure targeted outreach strategies are used and developed to increasing external engagement with LPPI. This includes collaborating with the Development Director on email marketing campaigns that drive audience and donor engagement. She/he will also work, when necessary, with contracted graphic designers, staff, interns, and external creative consultants including video editors, copywriters, and other advisors to achieve LPPI’s digital communications goals.

With regards to social media, the Digital Communications Associate will manage and grow LPPI’s sizable social media platforms, which currently include Facebook, YouTube, and Twitter. Working with LPPI staff, faculty, students and other stakeholders, she/he will develop engaging social media content, including live-streaming video and infographics, to serve as LPPI’s social media representative. Additionally, she/he will work with external and internal partners to create collaborative social media campaigns.

In addition, the Digital Communications Associate will act as a core member of the LPPI events team, responsible for creating visual, marketing, and communications elements to promote events and provide attendees with a high-quality experience. She/he will also support the production of online-only events, such as webinars or web chats, which will showcase research and other LPPI activities. The Digital Communications Associate will help to strengthen LPPI’s brand and stakeholder rapport and connect our research and programmatic functions with our stakeholders, both on and off campus. Finally, the Digital Communications Associate will support LPPI operations with light administrative duties, including travel, reimbursements, purchasing, and hiring paperwork, as needed.

The Digital Communications Associate’s metrics for success will include the consistent, widespread, and successful amplification of LPPI’s mission and initiatives across digital channels and the successful identification of digital communications opportunities for LPPI staff, faculty, consultants, and external partners.