

Organization Young Invincibles	Date October, 2017
Position Title Press Secretary	Location Washington, D.C.

POSITION DESCRIPTION:

Young Invincibles (YI) is the nation’s leading Millennial research and advocacy group, working to amplify the voices of young adults in the political process and expand economic opportunity for our generation. YI seeks a press secretary for its Washington, D.C. headquarters. This position will drive strategic press coverage around YI’s policy and advocacy campaigns tied to health care, higher education, careers and finances, and civic engagement on a national level and for YI’s regional offices. YI’s press secretary will primarily be responsible for garnering media coverage for the organization and our issue areas through developing our press strategy, pitching, and building relationships with reporters.

Reports to: Communications Director

Principal responsibilities:

- Develop media relations strategy to place stories that progress our mission, insert YI into national and regional discussions on policy trends, and elevate the voices of young adults
- Generate creative and timely story ideas and pitch them to media on a regular proactive basis
- Support rapid response and reactive media strategy around YI’s issue areas and legislative action
- Build and manage relationships with media and serve as their primary liaison to YI
- Write press materials including press releases, op-eds, blog posts, fact sheets, talking points, etc.
- Develop and coordinate media events with staff, coalitions, and young adult spokespeople
- Conduct media trainings and prepare staff for interviews and press events
- Support on digital communications including social media and multimedia work, as needed

Qualifications:

- Experience working with press to field inquiries and to proactively pitch and place strategic stories
- Command of news trends and a demonstrated understanding of print, broadcast, and online media
- Ability to work with and forge new relationships with reporters and editors
- Strong writing and editing skills
- Passion for the causes YI champions and a commitment to diversity
- Preference for background in policy, government relations, or advocacy

Benefits:

Comprehensive benefits package, including medical, dental, & vision coverage, company funded HRA plan; 401K retirement, life insurance, generous vacation, etc.

How to Apply:

To apply, please send a resume and cover letter to resumes@younginvincibles.org and write “Press Secretary” in the subject of email.

About Young Invincibles:

Young Invincibles (“YI”) is a non-profit working to expand opportunity for young adults ages 18 to 34 and amplify the voice of our generation in the national political conversation. Founded by and for young adults in the summer of 2009 during the debate over health care reform, YI has quickly grown into a leading voice for young people on the issues health care, higher education and employment. The organization has achieved major successes in areas ranging from the regulation of college health plans to Pell grants, and has successfully engaged hundreds of thousands of young adults online, through a network of over 100 partner organizations.

Young Invincibles is an equal employment opportunity employer and strongly encourages diverse candidates to apply. Young Invincibles does not discriminate on the basis of race, color, religious creed, sex (including pregnancy), gender, national origin, ancestry, citizenship, age, medical condition including genetic characteristics, mental or physical disability, veteran status, marital status, sexual orientation, gender identity, (including transgender status), weight, height, linguistic characteristics (such as accent and limited English proficiency, where not substantially job-related), citizenship status, or any other basis prohibited by law.