

Campaign Coordinator

ProSocial, a strategy consulting and campaign management firm in the business of high-impact social change, is recruiting for a **Campaign Coordinator** to assist with our media-driven public engagement campaigns.

We use innovative, multi-platform campaigns to build audiences and shape public engagement for media and stories exploring a wide variety of issues, ranging from health and education to the environment and human rights. Our clients and partners range from media companies and influential individuals to national social enterprises and global business corporations—those who have the leadership commitment to address major social problems and bring about meaningful change. We build critical mass for high-impact social change, moving the needle on pressing issues and also helping our clients do well by doing good.

Grounded in research and leveraging our deep experience and relationships, ProSocial campaigns combine a top-down approach of leveraging the high visibility of media with a bottom-up approach of grassroots action from the independent and public sectors. We shape campaign strategies, develop campaign architectures, and manage execution of those strategies to maximize audiences and bring about lasting, large-scale social change.

Partner groups play key roles in our campaigns, providing valuable counsel and credibility and extending our clients' reach and impact. The **Campaign Coordinator** plays a critical role in outreach to prospective partners. You will be expected to work quickly, research thoughtfully, self-prioritize and contact a wide range of organizations to brainstorm opportunities and then secure partnerships. A great phone manner, terrific email communication skills, and a large dose of creativity and interpersonal skills will ensure success in this role. Here is a chance to really make a difference across a range of important social issues facing us today.

What will you be doing?

- Conducting deep and thoughtful research around grassroots groups and organizations involved in relevant issues
- Reaching out to individuals (e.g. social activists) and organizations (e.g. nonprofit organizations) likely to be interested in supporting a project
- Maintaining databases to track contacts made on behalf of each project
- Building and managing productive relationships and prioritizing strategic partnerships to ensure that film campaigns achieve established goals
- Coordinating events and social media calendars
- Proactively identifying challenges before they become problems
- Managing and coordinating communication with key project stakeholders, including campaign consultants, web designers, and brand and NGO partners
- Generating compelling and engaging materials for use by partner organizations
- Delivering high-quality work products on-time and on budget
- Developing well-structured, clear and concise documents, such as presentations, reports, and correspondence

What qualifications are we looking for?

General:

- 1 to 3 years of relevant experience, which may include internships, at a business or nonprofit, involving direct client contact
- A self-starter who knows how to prioritize assignments, move quickly, and remain flexible
- A passion for social change, ideally with experience in cause-related enterprises or campaigns
- Someone who stays abreast of world events, changes in society, social media innovations, and popular culture just because they want to

Professional:

- Excellent organizational and teamwork skills, including multi-tasking and meeting deadlines in a fast-paced campaign environment
- Diligent, hardworking, sincere and quick to pick up things taught to them
- Good interpersonal skills, working both as a team and independently
- Comfort with both taking direction and asking for clarity and help when needed
- Outstanding attention to detail
- Comfort making cold-calls and tenacious in follow-up, with the maturity to make appropriate judgment calls in the moment

Communication:

- Demonstrated superior interpersonal and communication skills
- Keen ability to write concisely and clearly in various forms such as a research brief, email, blog, or tweet
- Demonstrated experience communicating professionally
- Experience managing social media communication

Research:

- Preference will be given to candidates with demonstrated and significant research experience in environments where proactively and creatively identifying potential partners was encouraged
- High proficiency in primary and secondary research across varied topics, which include: health and wellness, science, environment, social issues, politics, education, campaigns
- Ability to compile research into brief written synopses in which the information is analyzed and summary conclusions are drawn

Technical:

- Proficient in Microsoft Office Suite
- Familiarity with social media platforms

Education:

- Bachelor of Arts or Science with excellent grades, ideally with coursework in business studies, marketing and communications, or media and entertainment

Compensation: Salaried, commensurate with experience.

To Apply: Interested parties should submit to jobs@prosocialconsulting.com: (1) Cover letter, outlining both the interest in and suitability for this position; (2) Resume, including specific dates and results for each professional role and educational program; (3) Two writing samples. All three documents must be submitted in order to be considered.