Title: Digital Communications & Data Strategies Fellow
Part-time (~10 hours/week)

Background: Dreaming Out Loud is focused on creating economic opportunity for under-resourced communities in the food system. Our programs run the gambit from farming to workforce development to community economic development but all intersect in ways that help us model the future of a more collaborative, equitable and sustainable food system.

The position: Dreaming Out Loud has a need for a creative and organized person to implement and improve its evolving communications strategy. The Digital Communications & Data Strategies Fellow will collaborate with the leaders of each program to highlight and elaborate the stories that communicate our values and vision. The intern will help us have more frequent, functional, and fun communication and will help us reach our goals. The intern will listen to our audience—our followers, potential followers, donors, funders and customers—measure and report frequently on how our stories land. We’re looking for someone who can work with the team, consult the roadmap then follow their gut.

Responsibilities:

- **Social Media & Public Communications**
  - Holds SM & Communications Strategy - Keeps our shortterm and longterm goals in mind whenever speaking, writing or posting about DOL. Consults with DOL staff frequently about the voice and priorities of the org.
  - Creates collaborative, multimedia content for specific audiences. Makes sure all of our communications channels are active, vibrant reflections of our triumphs, challenges and asks of the community.
  - Ensures all content has a clear voice and clear call to action.
  - Takes shifts responding to inquiries or switchboarding inquiries to the appropriate DOL staff.
  - Holds events communications checklist: Makes sure that every public engagement has a prepared messenger and that we collect contacts, provide context, and followed with a clear call to action.

- **Communications & Marketing**
  - Assists Supply Chain Manager in Marketing retail products, communicating MVP, and creating clear channels for customers to engage.
  - Researches how to optimize social media for program outreach.
  - Helps create visual branding materials—photos and product shots of everything we offer.
  - Watches trends and rides the wave. Operates with some freedom to optimize trending content to reach a wider audience.
  - Works with DOL staff and board members to promote fundraising activities.
  - Works with DOL staff to create online fundraising campaigns.

- **Data Entry & Analytics**
  - Assists in research and development of data collection tools including surveys, applications and analytics platforms.
○ Trains frontline staff at markets and events on data collection protocols. Regularly attends DOL events to provide live media and data support (sign-in sheets, photos and videos, live tweets or posts).
○ Implements systematic data entry protocols to ensure efficient and timely uploading analog data, contacts, and photos to database.

Skills Needed
● Love of Food!
● Attention to detail
● Oral, written and interpersonal communication skills
● Active social media presence -- someone who uses multiple platforms everyday or proven storytelling abilities. Maybe studying social media marketing, communications or marketing/PR
● Comfort with constructive feedback
● Ability to work independently and as a team member
● Ability to be on-site, remote, and work at the assigned location

WANT TO APPLY
Send your resume and cover letter with the subject line: LAST NAME - Digital Strategies and Data Fellow by Friday, May 17, 2019 at 5:00pm to starsha@dreamingoutloud.org or mail your response to Starsha Valentine, Director of Operations and Resource Development, at 80 M Street, SE ℅ We Work, Washington, DC 20003. If your application is selected, we will contact you to set up an interview! Applicants will be interviewed on a rolling basis. Call with any questions at 202-800-2612 ext.104.