Fellowship Description
This information will be made available to all fellowship applicants. Please type or paste responses directly into boxes below. Boxes will expand to fit.

**Organization Name:** ProgressNow Colorado Education
**Location (City/State):** Denver, CO

☐ Yearlong Fellowship (June 2015-May 2016)  X Summer Fellowship (June-August 2015)

### About the Fellowship

**Title of PIFP Fellow:** Digital Media Fellow

**Primary Responsibilities of PIFP Fellow:**
The Digital Media Fellow will work to support our goal of being seen as the go-to trusted online source for positive storytelling in Colorado. To this end, he or she will:

- Go in the field with a camera to collect positive stories as it relates to advocacy/social justice issues in the state of Colorado. Issues could include: women’s rights, fiscal reform, healthcare, environmental issues, etc.
- Package them into graphics, films, and/or written stories.
- Publish these stories online through ProgressNow Colorado Education’s social media platforms, blogs such as Buzzfeed, and other means of online distribution.
- Collaborate with other nonprofits in Colorado and connect with their members to tell their stories digitally.
- Support ProgressNow Colorado Education staff members in other digital communications campaigns as needed.

**How Fellow Will Contribute to Capacity-Building/Systemic Change:**
ProgressNow Colorado Education believes that public opinion shapes policy. Proactive and positive messages that raise awareness play a key role in policy change and therefore systemic change in our state. We work closely with policy-focused nonprofits like the Colorado Consumer Health Initiative to ensure they have strong communications throughout the pipeline of engagement and are utilizing the most innovative methods of communications possible. ProgressNow Colorado Education focuses on the awareness stage of communications; we want to be sure that
Coloradans are aware of the issues facing our state. Awareness must occur before we can expect action that creates change. As a multi-issue organization, we work across issues silos to support strong communications throughout the progressive non-profit community.

The Digital Media Fellow would assist the ProgressNow Colorado Education team with communication strategy and message development on the issues of the day. He or she would be laying the groundwork for significant policy change in our state by showing the needs of our state through storytelling.

**Training & Networking Opportunities for Fellow:**

ProgressNow Colorado Education works in collaboration with issue-focused nonprofits. Given that the fellow will be invited to many strategy meetings, he or she will have ample networking opportunities with leading issue experts. The Digital Media Fellow will do outreach to other nonprofits allies to develop online stories as it relates to our larger narrative.

As for training opportunities, ProgressNow Colorado Education leads a weekly training and brainstorming meeting for digital directors of local nonprofits. Additionally, we host periodic trainings on digital communication strategy to a larger audience. The Digital Media Fellow would be invited to participate in both. Additionally, the fellow may work on projects focused on other sides of communications. Training opportunities could include: working with a media critic, supporting trainings for women to be better communications, and attending a training for progressive leaders on communications.

**Supervision of PIFP Fellow:**

The Development Director will supervise the Digital Media Fellow. She will meet with the fellow at the beginning, middle, and end of the fellowship to spell out expectations, goals, and look at how the program is going for the fellow. Given the size of the team, the fellow will work with all employees and will receive consistent check-ins at our daily meeting.

**Qualifications Sought in Fellow:**

ProgressNow Colorado Education is seeking a student interested in communications as it relates to advocacy and social change.

As an innovator in our sector, we are looking for a student with some experience in graphic design and/or film editing. While these skills are not mandatory, they are preferred. Additionally, we are looking for a student interested in digital media and online news trends who may have some experience beyond having a personal Facebook page. These tech skills will mean more independence when it comes to projects.

As an organization that markets progressive ideas, this position would be ideal for a
student interested in communications, marketing, and how to use those skills to make change in the world.

Skills/Experience Sought in Fellow:

- Activism
- Advocacy
- Campaigning
- Children’s issues
- Civil rights/social justice
- Coalition work
- Community/political organizing
- Criminal justice
- Customer service
- Data analysis
- Disabilities issues
- Diversity issues
- Domestic violence issues
- Economics
- Editing
- Education
- Environmental issues
- Event Planning
- Film
- Finance/business
- Fundraising/development
- Government
- Healthcare/health sciences
- Human services
- Journalism/publications (print/online)
- Law
- Legislative process
- LGBTQ issues
- Lobbying
- Marketing/sales
- Performing/fine arts
- Policy:
  - Education
  - Environmental
  - Fiscal
  - Environmental
  - Legislative
  - Other: ________________

Technology Skills Required:

- Excel
- Power Point
- Publisher
- Graphic design
- Database management
- Video/film production
- Social media
- Other: ________________

Certifications Required:

- WFA
- WFR
- First Aid
- CPR
- None
- Other: ________________

Language Skills Required:

- Spanish
- Other: N/A

About the Organization

Organization’s Website: http://www.progressnowcolorado.org/

Organization’s Mission and Goals (primary activities & projects):

ProgressNow Colorado Education’s mission is to provide a strong, credible voice in advancing progressive solutions for critical community problems. We see impact of our work when there is a public will for progressive values and policies.

Number of Staff: 5
Organization’s Non-Discrimination Policy Statement:
ProgressNow Colorado Education is an Equal Opportunity Employer. This means that we will extend equal opportunity to all individuals without regard for race, religion, color, sex, national origin, sexual orientation, gender association, gender expression, age, disability, handicap, marital status or veterans/military status. This policy affirms ProgressNow’s commitment to the principles of fair employment and the elimination of all vestiges of discriminatory practices that might exist. We encourage all employees to take advantage of opportunities for promotion as they occur.

Is there anything else a fellow should know about the organization?
ProgressNow Colorado Education is in the process of an organizational rebrand that will launch in early 2015. Our goal is to separate our positive educational work from our advocacy work. The Digital Media Fellow will only work for the 501(c)(3) organization and will help us strengthen the separation of the two. He or she will also help us jumpstart this program under a new brand with new digital media platforms.

We are a relaxed office that is MAC and dog friendly. We work best with people who have an entrepreneurial spirit.