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: Colorado Children’s Campaign

Location (City/State): Denver, CO

X Yearlong Fellowship (June 2015-May 2016)

Summer Fellowship (June-August 2015)

About the Fellowship

Title of PIFP Fellow: Communications and Policy Fellow

Primary Responsibilities of PIFP Fellow:

The Communications and Policy Fellow plays a central role in communicating with internal and external audiences about the Campaign’s priorities and advancing policy in the areas of child health, K-12 education and early childhood learning and development. The fellow is a member of the Communications and Outreach Team, working closely with the Communications Director, Community Groups Coordinator and It’s About Kids Network Coordinator. The fellow has ample opportunities to contribute new ideas and innovations in a fast-moving non-profit communications environment, as well as learn from expert staff and partners. The fellow also has the opportunity to engage in policy research, analysis, development, advocacy and implementation in all three of the Children’s Campaign’s areas of focus. Specific tasks may include, but are not limited to:

- Coordinating, editing, distributing and marketing KidsFlash, the Children’s Campaign’s weekly e-newsletter covering legislative updates, report releases, community outreach and events affecting child well-being throughout Colorado.
- Helping to write, edit and develop content for KidsFlash, including articles, photos, video and infographics.
- Managing the Children’s Campaign’s website and supporting the Community Groups Coordinator in posting to social media outlets.
- Monitoring media coverage of the Children’s Campaign and our issue areas and distributing daily electronic news clips to staff.
- Maintaining internal evaluation tools including an evaluation dashboard, e-newsletter metrics, media coverage spreadsheet, as well as social media and website analytics.
- Representing the Children’s Campaign at meetings of partners.
- Assisting the Government Affairs Director and other staff during the annual legislative session by compiling data and information on bills and legislators, monitoring hearings and floor sessions, tracking legislation and
other duties as needed.

- Completing or contributing substantially to at least one policy project or report.
- Providing general support to the Children’s Campaign’s Communications Director and other staff as needed.

The Children’s Campaign is committed to working with the Fellow to ensure a rewarding experience that exposes him or her to a wide variety of work and issues.

How Fellow Will Contribute to Capacity-Building/Systemic Change:

In order to be effective as a research-based advocacy organization, the Children’s Campaign must be clear about its mission and priorities, but nimble and strategic enough to adapt to the rapidly changing policy environment and help develop and capitalize on opportunities. While it is difficult to predict today what the most critical issue facing Colorado’s children will be 12 - 18 months from now, we know that the additional capacity provided by a smart, motivated individual eager to learn and prepared to work hard will best position us to dive deeper into, or take on a broader range of, issues impacting the well-being children. Past PIFP fellows have been instrumental in improving the effectiveness of our communications and impact on policy in Colorado.

Training & Networking Opportunities for Fellow:

The Children’s Campaign works in partnership with a number of organizations to advance work in our three policy areas. We are a trusted resource for data and research and partner in policy development with many policymakers. Through the day-to-day work of the organization, the fellow will have many opportunities to meet and network with a variety of experts in non-profit communications and policy field. We enable fellows to attend professional development opportunities, webinars or policy conferences during the course of his or her time with us.

Supervision of PIFP Fellow:

The fellow fills an entry-level position working collaboratively as part of a small, effective team where every position makes significant and substantive contributions to the mission of the organization. Direct supervisor is the communications director.

Qualifications Sought in Fellow:

**Required:**

- Excellent written and verbal communication skills; the ability to communicate concisely and persuasively on complex topics.
- Excellent organizational skills and the ability to manage and advance multiple projects at once.
- Excellent research and critical thinking skills and a demonstrated ability to learn complex issues quickly.
- Experience working successfully in collaborative, team environments.
- Strong work ethic and willingness to travel.
- Commitment to the mission and work of the Colorado Children’s Campaign.

**Preferred:**
• Demonstrated interest in public policy impacting children; any policy-related work experience will be highly beneficial.
• Familiarity with political or issue campaigns.
• Familiarity or experience working with databases, website platforms and social media.

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
- Legislative
- Other: Early childhood, child health, mental health, family economic security

Technology Skills Required:
- Excel
- Power Point
- Publisher
- Graphic design
- Database management
- Web design
- Video/film production
- Constant Contact

- Other: We’re willing to teach fellows to learn and use our communications systems, but prefer someone familiar with online platforms and social media platforms.

Certifications Required:
- WFA
- WFR
- First Aid
- CPR

- Other:

Language Skills Required:  
- Spanish
- Other:

About the Organization

Organization’s Website:  www.coloradokids.org
Organization’s Mission and Goals (primary activities & projects):

Colorado Children’s Campaign
Strategic Framework, 2014 to 2016

Vision

Every child in Colorado has the opportunity to succeed.

Mission

The Colorado Children’s Campaign is the leading voice for Colorado’s children. We advocate for the development and implementation of data driven public policy that improves child well-being in health, education and early childhood.

Context: While there are many organizations working effectively on the core issues described in our strategic approach, including our key partners, the Children’s Campaign is committed to serving as the leading voice in Colorado for children and their overall well-being with a focus on the areas that are most critical to achieving that goal.

Underlying Principles Guiding Our Work

- The Colorado Children’s Campaign focuses on improving the well-being of every child in our state, regardless of their race; ethnicity; gender; sexual orientation; abilities; religion; or immigration, economic or family status.
- We work on what is right for children, especially the most vulnerable. We put the interests and needs of children above adults.
- We embrace an integrated vision of child well-being, applying interdisciplinary strategies to achieve it.
  - We address problems creatively, pragmatically, and relentlessly and work with those who are strategically valuable to advancing our mission.
  - We work independently, without regard to political affiliation or to any interest other than what is best for children, and base our policy work on data, not ideology. We do not benefit financially from any of the services or programs for which we advocate and are able to put the interests of children above all else.
  - We harness the power of data and develop our positions based on what research tells us is in the best interest of children.
- We communicate plainly and persuasively to a variety of audiences.
- We are innovative, thinking beyond the confines of existing structures and system.
- We are entrepreneurial and capitalize on opportunities.
- We are committed to measurable policy outcomes resulting from our work.
- We embrace a standard of excellence and a culture of continuous improvement in order to maximize our impact on behalf of the children for whom we advocate.

Criteria for Prioritizing Our Work

We prioritize our goals, as well as our support for public policies and programs, based on those that:

- Impact a large number of or have a deep impact on children in Colorado
- Benefit children and families long term
- We are uniquely positioned to engage on based on our expertise and resources
- Improve outcomes across multiple domains in children’s lives
- Are informed by good data
- Are opportune for action based on timing or context
True North Goals

These are the goals we work to achieve to fulfill our mission. Each year, we identify policy focuses that most effectively move us “North” and assess our success by measuring child well-being data that reflects our goals. Measurement data is reflected in an Evaluation Dashboard that is updated regularly and reviewed by our Board of Directors annually.

- Gaps in student achievement and health outcomes between low-income children and children of color and their peers have been eliminated.
- All students in Colorado graduate from high school prepared for college, career and life.
- All Colorado children have quality, affordable health care, including physical, mental and oral health services, and the community environments and supports to be healthy.
- All of Colorado’s young children have high quality early learning experiences that ensure they are ready for school and on track for life success.
- The state maintains relevant, reliable data that inform sound public policy in all our issue areas.
- The Children’s Campaign has the expertise, resources and credibility needed to be leaders in the field.

Number of Staff: 18 staff members: 13 full-time (including the 2012-13 PIFP fellow) and five part-time. We also typically have one or two graduate interns working with us as available.

Organization’s Non-Discrimination Policy Statement:

Colorado Children’s Campaign’s Nondiscrimination Policy - Approved 12/8/2008: It is the policy of the CCC to staff positions with the best-qualified individuals based on relevant factors such as work quality, behavior, training and experience. CCC follows an equal opportunity employment policy and employs personnel without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, physical or mental ability, veteran status, military obligations and marital status.

Is there anything else a fellow should know about the organization?

Our PIFP fellows are embraced by staff as part of our family during their fellowship. They participate fully in all staff retreats, celebrations, meetings and projects. We are eager to mentor, train and guide enthusiastic individuals in order help them be successful, and to help advance advocacy and non-profit work in Colorado.