



INSTITUTE FOR
**CITIZENS &
SCHOLARS**

Advancing Fellowship Since 1945

Job Title: Recruitment and Marketing Consultant

Organization: Institute for Citizens & Scholars

Location: Remote (with occasional travel as needed)

Position Type: Part-Time (20-25 hours per week) Hours will vary to align with the application cycle.

Compensation: \$55.00/hour (max fee of \$71,500)

Position Timeframe: February 2025 – January 2026 (*with the possibility of renewal in January 2026*)

About Us:

The Institute for Citizens & Scholars (C&S) aims to help young people collaborate across differences to tackle our country's toughest challenges. Gen Z is ready to lead, but the places where they learn, work, and live aren't fully equipped to help them navigate divisive issues such as economic security, climate change, global conflicts, identity, and reproductive rights.

At C&S, we bring together leaders from all backgrounds to transform college campuses, workplaces, and communities into spaces where young people can develop civic skills and build a stronger, more unified America.

Program Goals:

Our newest youth program, which will launch in July 2025, will significantly increase the number of changemakers nationwide by placing civic leaders aged 14-24 in all 50 states and Washington, D.C., by 2026. Over two years, the project will create a national network of 1,000 engaged young leaders. We anticipate these young leaders will reach and inspire thousands of other young people through their projects. In year one, we will recruit **100 teams** (500 young leaders).

Position Overview:

We seek a dynamic and creative Recruitment and Marketing Specialist to develop and execute recruitment and marketing strategies that will engage and attract diverse teams of young people from across the country. The ideal candidate is passionate about youth development, experienced in digital marketing, and skilled in outreach and community engagement.

Key Responsibilities:

Recruitment:

- Develop and implement strategic recruitment campaigns to attract participants ages 14-24 nationwide.
- Identify, develop, and implement recruitment and retention strategies to generate inquiries from prospective applicants to meet application targets.
- Conduct research to develop and implement a robust network pipeline to foster strategic partnerships (with a specific focus on recruiting underserved/underrepresented communities, i.e. indigenous, rural, etc.)
- Build and maintain partnerships with schools, community organizations, and youth programs.
- Manage outreach initiatives, including virtual and/or in-person events (where possible) to promote the program.
- Create and manage referral and ambassador programs to encourage peer-to-peer recruitment.
- Provide follow-up to candidates via phone and email, review applications, evaluate credentials, and participate in selection.
- *Plan and conduct information sessions, webinars and other special projects to attract interested candidates.*

Marketing:

- Design and execute marketing campaigns to increase visibility and drive applications.
- Develop engaging content, including graphics, videos, and blog posts, tailored to youth audiences.
- Manage the program's online presence and engagement through regular updates and interactions.
- Utilize digital advertising tools to reach target demographics.

Data and Analysis:

- Track and analyze marketing and recruitment campaign performance.
- Use data insights to optimize strategies and report on key performance indicators (KPIs).

Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field (or equivalent experience).
- Minimum of 3 years of experience in marketing, recruitment, or outreach, preferably with youth programs.
- Excellent writing, interpersonal, and verbal communications skills, and public presentations.

- Highly detail-oriented with excellent organizational skills and the ability to multitask.
- Strong upbeat personality, outstanding work ethic, and flexibility.
- Knowledge of higher education institutions is a plus.
- A demonstrated ability to work well with a wide range of people at all levels of an organization.
- Knowledge of CRM platforms and Microsoft environments, including Word, PowerPoint, Excel, and Outlook.
- Proficiency in social media platforms and digital marketing tools.
- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite) is a plus.
- Ability to work independently and collaboratively in a remote environment.
- Passion for youth empowerment and community engagement.

Preferred Qualifications:

- Experience working with diverse youth populations.
- Knowledge of SEO, content marketing, and digital advertising strategies.
- Bilingual or multilingual abilities are a plus.

Compensation:

- \$55.00/hr. up to 25 hrs/wk
- Flexible work schedule.

How to Apply:

Interested candidates should submit a resume and a portfolio or examples of past marketing/recruitment campaigns to **opportunities@citizensandscholars.org** with the subject line "Recruitment and Marketing Consultant Application."

Application Deadline: 12:00pm EST, Friday, February 7, 2025

Institute for Citizens & Scholars is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.