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Program Associate - Public Citizen's Commercial Alert

Are you passionate about progressive politics and protecting the public from corporate wrongdoing - with a belief in the power of the people? Come join our Commercial Alert campaign team at Public Citizen and help us expand our campaign to combat unethical and harmful forms of commercialism - in public policy, schools, hospitals, and hidden on social media. To learn more about our work, visit www.commercialalert.org.

We are ramping up our campaign to prevent infant formula corporations from taking advantage of parents through aggressive and unethical marketing, and are seeking a Program Associate to help us see campaign wins. This hard-hitting, international corporate campaign will engage the public – through education and action – to put pressure on formula companies to change their marketing practices in line with the World Health Organization's longstanding rules. This campaign will address corporate ethics, public health issues (especially infant and women's health), and consumer choice.

In addition to the corporate formula campaign, the Program Associate will work closely with the Campaign Coordinator to assist in the development and execution of various cutting edge campaigns. Utilizing the tools of strategic research, organizing, media and online communications, the Program Associate will play an integral role in our work to curb excessive corporate power.

Responsibilities:

1. **Organizing and Communications:** Assist in the development of strategic social media and campaign action plans to meet short and long-term campaign goals at the global, national and state level. Write and upload email alerts and develop action pages to engage the public to take action.
2. **Media Relations:** Assist with the drafting of press materials, including press releases, op-eds, letters to the editor and blog posts.
3. **Website Content:** Update and develop content for CommercialAlert.org and Commercial Alert's social media channels. Skills in video production, editing, and/or graphic design or HTML a plus.
4. **Research and Policy Analysis:** Assist in drafting fact sheets, reports, policy memos, action alerts, and tool kits for distribution to campaign partners and the public. Conduct background research and analyze policies on campaign issues as needed.

Qualifications:

- A strong passion for social justice and public health.
- Ability to work independently and multitask.
- Strong writing skills required, with a background in persuasive and engaging campaign communications.
- Experience with online organizing and social media communications preferred.

- Experience with basic HTML, working experience with Salsa or similar online advocacy and email tools preferred.
- Collaborative spirit and willingness to adapt to changing circumstances.
- 1-2 years of experience in communications/media relations or with grassroots/organizing campaigns. College degree preferred.

Salary and Benefits:

Competitive non-profit salary commensurate with experience; great medical and dental coverage; three weeks paid vacation for new employees. This is a one year grant contingent position.

Apply:

Please send submit a cover letter, resume and 2-3 relevant writing sample to Kristen Strader at kstrader@citizen.org. No phone calls please.