Job Announcement: Communications Director
Expires October 31, 2014

Position Description

The Economic Opportunity Institute (EOI) is a non-profit public policy center dedicated to restoring the promise of the middle class by advancing public policies that promote educational opportunity, good jobs, healthy families and workplaces, and a dignified retirement for all.

As a senior-level position, the Communications Director reports to the Executive Director, and is responsible for: policy and campaign communications research, planning & execution that advances EOI’s policy agenda; graphic/publications design & management; blog, website and social media content; email blasts & list management; media outreach; and other communications-related projects and tasks that support EOI’s policy work as appropriate or assigned.

Key Responsibilities

• Develop and execute a strategic, integrated communication plan that maximizes the impact of EOI’s research and policy development and increases recognition of EOI’s policy work and expertise among policymakers, the media, the public, and donors.

• Work with colleagues to provide end-to-end communications support for EOI’s policy research, public education and policy advancement work, including strategic communications research/planning, public education, and policy advocacy campaigns.

• Write and/or procure content for EOI and EOI-managed websites, blogs and social media sites.

• Manage EOI’s social media communities to promote regular public education, engagement and discussion of EOI policy issues.

• Monitor local/national news outlets, allied/organizational partners, and other channels for items of direct interest/relevance. Solicit and coordinate media inquiries via media advisories, press releases, etc.
• Supervise communications interns, ensuring a high-quality experience for both EOI and intern.

• Coordinate and collaborate with Managing Director to ensure consistent messaging between internal and external communications projects/campaigns.

• Edit, proofread, format and produce policy briefs, research reports, fact sheets, infographics and other publications in support of EOI’s policy research, advocacy and other external communications.

• Coordinate timely/accurate production of related communications materials with policy staff and print shop. Ensure current publications are kept in stock as needed.

• Maintain standards for color, typestyles, etc. of all publications/materials. Coordinate design updates for website, blogs, social media, etc. as needed.

• Develop, monitor and report on selected communications metrics to track efficacy of communications work.

• Ensure contact database stays up-to-date based on feedback and submissions from staff, bouncebacks from e-newsletter mailings, and other online outreach.

**Minimum Experience/Qualifications**

• Bachelor of Arts in public policy, political science, economics, communications, journalism, or a related field/equivalent.

• Significant previous policy campaign or related communications experience, including development and implementation of strategies and tactics designed to advance policy objectives.

• Excellent written and oral communication skills.

• Extensive experience with Microsoft Word, Excel and PowerPoint.

• Enthusiasm for EOI’s mission, organizational values and policy goals.

• Friendly, approachable manner that creates positive connections with people.

• Able to provide personal transportation when required by job duties/responsibilities.

**Desired Experience/Qualifications**

• Graphic design experience with infographics, publications, fact sheets, policy briefs, press releases or similar materials.
• Previous experience writing and/or editing public content for a blog, news agency, or other organization.

• Previously legislative or other related public policy experience.

• Proficiency with Adobe Photoshop, InDesign and/or other Adobe Creative Suite products.

**Hours and Compensation**

This is a full-time salaried position with a competitive salary, generous paid vacation and holiday package, medical and dental benefits and a retirement plan. Medical and dental benefits cover the employee, spouse or domestic partner, and all dependents. EOI participates in a retirement savings plan, contributing the equivalent of ten percent of salary after one year of employment. Paid time off begins at four weeks per year.

**To Apply**

Please email resume and cover letter (in PDF format only) to Aaron Keating at info@eoionline.org, with the subject line “Communications Director 2014”. Materials must specifically address how your experience/background relates to responsibilities of/qualifications for this position. Supplementary materials that highlight related qualifications or experience (such as a portfolio or other project) may be attached. No phone calls please.

**Timeline**

This position is open until filled. Application review will begin October 27, with interviews conducted on a rolling basis thereafter. Desired start date is December 1, 2014 – earlier if possible.

**EEOC Statement**

The Economic Opportunity Institute is an equal employment opportunity/affirmative action employer. Women, people of color, LGBT persons, and people with disabilities are encouraged to apply.