



The Economic Opportunity Institute is seeking a full-time **Communications Director** to lead our strategic communications efforts and amplify our research, policy recommendations, and advocacy work. Their portfolio will focus primarily on developing and implementing a comprehensive communications plan that effectively reaches and engages diverse audiences, including policymakers, media, donors, and the public.

The ideal candidate will have a passion for translating complex policy issues into compelling, accessible content, and a proven track record in media relations, digital communications, and strategic planning. They will report to the Executive Director and work with a dedicated team of colleagues who research and advocate for an economy that works for everyone.

Who We Are: EOI is an independent, nonpartisan, not-for-profit 501(c)3 research and advocacy organization. Our vision is for Washington State to be a national model of economic opportunity – with an economy that truly works for everyone. Our mission is to equip the public and public decision-makers with the policy research and practical tools they need to embed the values of fairness, care, and opportunity into the foundations of our state’s economy – and thereby support thriving people and communities across the state.

Over our 26-year history, EOI has played a key role in successful efforts to increase Washington's minimum wage, ensure working people have access to paid sick days and paid family and medical leave, create some of the strongest overtime rules in the nation, end pay secrecy practices that contribute to wage discrimination, and create a public option on the state's health benefit marketplace.

Our Commitment to Racial Equity: EOI is committed to racial equity in all aspects of our work. We recognize that addressing institutional and structural racism is crucial to building a just economy for all. We apply a racial equity lens to our research, communications, and advocacy, striving to include voices from communities most impacted by racism. Internally, we work to dismantle institutional racism in our governance, hiring, and workplace culture, fostering an environment where all employees feel valued and supported as we continue to learn and act with courage and humility.



What You'll Do

- Strategic Communications Planning:
 - Develop and implement a comprehensive communications strategy aligned with EOI's mission and goals – and in particular, our efforts to “Build the Will” for our policy vision.
 - Create annual and project-specific communications plans.
 - Identify target audiences and tailor messaging accordingly.
 - Evaluate and report on the effectiveness of communications initiatives.
- Earned Media and Media Relations:
 - Serve as EOI's primary media contact.
 - Cultivate and maintain relationships with journalists and media outlets to highlight our policy staff as trusted experts in their fields.
 - Draft and distribute press releases, media advisories, and opinion pieces.
 - Secure media coverage for EOI's research, policy proposals, and events.
 - Prepare EOI leadership and staff for media interviews and public appearances.
- Content Development and Management:
 - Build a sector-leading newsletter program.
 - Oversee the creation of high-quality, engaging content across all platforms.
 - Write and edit articles, blog posts, reports, and other materials.
 - Ensure consistency in messaging and branding across all communications.
 - Manage EOI's website content and structure.
- Digital and Social Media Strategy:
 - Develop and implement social media strategies to increase engagement & reach.
 - Oversee EOI's social media presence across platforms.
 - Analyze social media metrics and adjust strategies accordingly.
 - Explore innovative digital communication tools and techniques.
- Development Support
 - Support fundraising communications including graphic design and overall messaging
 - Ensure communications are in line with Community Centric Fundraising principles



Who You Are & Keys to Success (the must-haves):

Commitments

- To progressive public policy issues and enthusiasm for EOI's mission, policy goals, and organizational values.
- To racial equity, and the ability to establish and/or deepen a racial justice approach to communications.
- To contributing to a collaborative and people-centered workplace culture.
- To learning and applying the principles of strategic communications and advocacy.

Characteristics

- Leadership style that is emotionally intelligent, transparent, self-reflective, and comfortable working through moments of conflict and ambiguity.
- Represents self and the organization with a high degree of personal and professional integrity.
- Takes initiative, suggests improvements, and takes a team-oriented approach.
- Practices self-reflection and works to grow professionally.
- Able to work effectively with multi-cultural and multi-racial populations.
- Understands intersections of historical and current class-, race-, and gender-based inequities.

Experience and Skills

- A minimum of five years of successful communications experience, or experience/education demonstrating the equivalent. (Experience supervising staff is a bonus, but not required.)
- Demonstrated ability to successfully see projects through in a timely manner, working both independently and collaboratively.
- Experience in at least three of the following areas: strategic communications planning, media relations, content creation, digital marketing, and social media strategy.
- Strong relationship-building and communication skills, including clear and effective written and oral communication.
- High level of organization; ability to track, manage, and see multiple simultaneous projects through to completion without close supervision.
- Ability to input, manage, manipulate, and update data and information utilizing office productivity and database applications, including Microsoft Office and Asana.
- Full fluency in spoken and written English (bi- or multi-linguism is a bonus!)
- Familiarity with Washington State politics and media landscape.



Compensation, Benefits, and Work Environment

Compensation: This is a full-time salaried (overtime exempt) position with a salary range of \$101,646 to \$119,646, depending on experience. Within the range specified for this position, the actual salary will be determined in accordance with internally published organizational policies that account for the years of working and/or lived experience (including higher education) deemed applicable to the position, as determined by the Executive Director and the President of the Board.

Benefits: Paid leave (starting with 4 weeks of paid time off and 2 weeks paid sick/safe leave), 12 paid holidays (plus paid office closure between Christmas Eve Day and New Year's Day), employer-paid medical and dental benefits, 403(b) retirement plan (with employer contributions after 1 year of employment), an employer-paid ORCA card, an annual cost-of-living adjustment, and eligibility for a sabbatical after 5 years of employment (subject to additional conditions).

Work Environment: Most work will be conducted remotely with an option to utilize office space located in downtown Seattle. Some regular in-office hours will be necessary each week. A typical work week is 40 hours, but longer hours may be required, including occasional evening and weekend work. Work schedules are flexible in consultation with supervisor. Occasional work-related travel in the Seattle metro and/or Puget Sound area may be required for meetings, co-working, and other projects or tasks.

To Apply

This position is open until filled. Application review begins August 20th. No phone calls, please. Submit your application as a single file – in either PDF (preferred) or Microsoft Word format. For full consideration, applicants should include:

1. A cover letter (1-2 pages) that specifies why you are interested in this position and how your experience, background, and skills would help you succeed.
2. A resume (1-2 pages) that details the names, dates, and responsibilities of your current and previous work, volunteer, education, and/or other applicable history or experience.
3. Three professional references (with daytime email and phone numbers). References will not be contacted without prior approval of the candidate.

Please send your application to the Communications Director Hiring Committee at info@opportunityinstitute.org with "Application - Communications Director" in the subject line.

The Economic Opportunity Institute is an equal opportunity employer committed to creating a diverse, equitable, and inclusive workplace. We encourage applications from candidates of all backgrounds, particularly those from underrepresented groups.