



## **Job Announcement: Communications Manager/Director** **Open until filled | Application review begins April 28, 2017**

*Are you a self-starter? Do you like writing and wordsmithing? Are you passionate about designing and delivering creative communications projects that help turn progressive public policy ideas into reality? If you said 'yes' read on!*

### **About EOI**

The Economic Opportunity Institute's mission is to build an economy that works for everyone by advancing public policies that promote educational opportunity, good jobs, healthy families and workplaces, and a dignified retirement for all.

*Our Commitment to Racial Equity:* To fulfill our mission, we must acknowledge the structural and institutional racism that manifests as ongoing and devastating economic, educational, health and other disparities facing our communities. EOI has recently convened a Race and Social Justice Workgroup to begin integrating a racial equity lens into our public policy research, communications and advocacy, internal governance, and external relations. We still have much to learn, and we will continue to reflect and act with courage, openness, and humility.

*Equal Employment Opportunity Statement:* EOI provides equal employment opportunity to all volunteers, employees and applicants for employment without regard to race, color, creed, sex, national origin, age, sexual orientation, religion, ancestry, marital status, or the presence of a sensory, mental or physical handicap, subject to occupational requirements and the ability to perform the job, and as provided under all governing laws, statutes and implementing authority, will make reasonable accommodations required by law to qualified individuals with disabilities.

### **Position Description and Key Responsibilities**

Plan and implement policy- and campaign-related external communications that advance EOI's research, education, and advocacy work in support of the organization's policy agenda, including racial equity. Oversee all external communications including media relations, publications, and brand identity. Write and manage content for blog, website, social media, email blasts, etc. Reports to Executive Director.

*Communications Research and Planning:* Develop and execute a communications plan to maximize the impact of EOI's research work and policy advocacy. Create and track success of campaigns to develop audience for website, blog, social media. Survey current research and expert thinking on framing and messaging topics; conduct media audits and message analyses on EOI-specific issues. Produce reports, audits, and blog posts on framing, public opinion, and other communications topics. Create talking point memos for EOI staff, coalition partners, and others.

*External Communications:* Plan and implement external communications campaigns and projects in support of EOI's policy objectives, targeting voters, media, policymakers and their staff, and stakeholder organizations. Establish, update, and promote best core messages for policy-related communications. Identify and capitalize on opportunities to leverage new technologies and partnerships to broaden reach of EOI's work and promote engagement in EOI's policy issues. Serve as a messaging consultant/collaborator for partner organizations including the Social Security Works - WA coalition, Washington Work and Family coalition, and others. Ensure contact database stays accurate and up-to-date.

*Content Creation and Publications:* Provide editorial and content advice to policy staff during development of policy briefs and related materials. Plan, write and publish policy-related blog posts, newspaper op-eds and website content, both independently and in consultation with policy staff. Edit, proofread, design and produce EOI policy briefs, research reports, fact sheets, newsletters and other publications. Ensure EOI's brand is represented accurately and consistently, by maintaining and/or establishing and implementing organizational brand and communications standards.

*Media Relations:* 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.

---

**Building an economy that works – for everyone.**

603 Stewart Street Suite 715, Seattle, WA 98101 | 206-633-6580 | [www.eoionline.org](http://www.eoionline.org)

## Preferred Experience/Qualifications

The ideal candidate will possess many of the following skills, experiences and qualifications:

- An interest in progressive public policy issues surrounding broad-based economic opportunity and security, and enthusiasm for EOI's mission, policy goals, and organizational values.
- A commitment to racial equity, including an understanding of how race dynamics impact supervisory relationships, organizational culture, partnerships, campaigns and coalition work – and the ability to establish and/or deepen a racial justice approach to organizational and/or campaign communications.
- Excellent written and oral communication skills – able to understand complex policy subjects and write accurate, clear and compelling material suitable for publication for various platforms/publications.
- A knack for strong and appealing design/layout for a variety of platforms/publications, such as (but not limited to) web design, infographics, e-newsletters, and printed publications.
- Experience working with professional journalists, bloggers and other members of the media to pitch story ideas and manage media outreach.
- Experience utilizing social media (like Facebook and Twitter) for grassroots lobbying, issue advocacy, etc.
- Experience with Microsoft Word, Excel and PowerPoint. Proficiency with Adobe Photoshop, InDesign and/or other Adobe Creative Suite products. (Familiarity with web hosting systems, Wordpress platform, HTML, CSS, Javascript and/or PHP a plus.)
- A willingness to take initiative and problem solve independently – and the ability to recognize when it's time to seek assistance.
- Superb organizational skills, very strong attention to detail, positive attitude, and flexibility on work assignments. Able to meet deadlines, prioritize tasks, stay on top of all to-do/follow-up items.
- A friendly, approachable manner that creates positive connections with people.
- Ability to provide personal transportation when required by job duties/responsibilities.
- Bachelor of Arts in public policy, political science, economics, communications, journalism, or a related field.

## Compensation

This is a full-time salaried position with a generous paid vacation and holiday package, medical/dental benefits, and a retirement plan. Base salary, Communications Manager: \$47,476; Base salary: Communications Director: \$57,476. Additional increments of pay for experience and education provided according to organizational salary scale as approved by EOI Board of Directors. Medical and dental benefits cover employee, spouse or domestic partner, and all dependents. EOI participates in a TIAA/CREF retirement savings plan whereby the employer contributes the equivalent of 10% of salary after one year of employment. Paid time off begins at 20 days the first year in the first year of employment, with an additional 5 days/year accrued for every two years of service, up to a maximum of 30 days.

## To Apply

No phone calls please. Please email your application package to John Burbank, Executive Director, at [info@eoionline.org](mailto:info@eoionline.org) with "Communications Manager/Director" in the subject line. **Submit your application in PDF format as one file named with your first and last name (for example: Chris\_Jones.pdf).** The file should include:

- 1) A letter of interest (1-2 pages) and resume (1-2 page), specifying why you are interested in this position, and how your experience, background and skills would transfer, relate to or fulfill this job description.
- 2) A writing sample showcasing your ability to write about a public policy issue for an interested – but not necessarily expert – audience.
- 3) Your edited (clean) version of this document: <http://www.bit.ly/eoi-edit-doc>, as if it were to become an EOI blog.
- 4) Three professional references (with daytime email and phone numbers). References will not be contacted without prior approval of the job candidate.