

The Economic Innovation Group (EIG) is an ideas laboratory and bipartisan advocacy organization dedicated to forging a more dynamic, entrepreneurial, and innovative U.S. economy for the 21st century. With its headquarters in Washington, D.C., EIG convenes leading experts from the public and private sectors, develops original policy research, and works to advance creative legislative proposals that will bring new jobs, investment, and economic growth to communities across the nation.

### **Communications Associate Position Description**

The Communications Associate will work with the Director of Communications & Public Affairs and the broader EIG Executive Team and staff to develop and implement effective communications strategies, press activities, media relations, and public events that will promote the brand and reputation of EIG.

Specific responsibilities will include, but not be limited to, the following:

- Communications strategy – Work collaboratively with internal team to determine creative new ways to reach organization’s constituencies, increase brand equity and analyze ongoing efforts to identify areas for improvement.
- Media relations - Actively cultivate and manage press relationships to ensure coverage surrounding organization activities: Field incoming media inquiries, manage media lists, and track coverage; facilitate and staff media interviews and prepare appropriate briefing materials; and mine for storytelling opportunities and placements.
- Content development - Write, edit, and produce a diverse portfolio of print and digital content, including: External - Social media content and graphics, press releases, blog content, presentations, and events-related materials; and internal - Memos, updates, and newsletters that inform internal stakeholders.
- Social media management - Implement a social media strategy that interacts with key constituencies and generates broad interest among varied audiences. Develop a social calendar across all channels to plan, coordinate and communicate organization messaging and events; monitor social media properties and proactively identify opportunities to engage audiences and increase network; design paid campaigns to maximize organization’s footprint across channels; and manage social media analytics to quantify and qualify effectiveness of digital and social media content and campaigns and recommend adjustments as needed.
- Digital communications – Assist with maintenance and development of digital content for website. Post new content and make routine edits to EIG website; and monitor traffic and performance, providing analytics reports and recommendations for improvement.

## **Qualifications**

- Minimum 3-5 years of public relations experience; economic policy and political communications experience preferred.
- Excellent oral and written communications skills.
- Proven experience drafting media materials, including press releases, fact sheets, and op-eds.
- Basic graphic design experience and website management skills required.
- Experience with email marketing software and content management systems preferred.
- Adept at project management, handling competing priorities, and working collaboratively.
- Entrepreneurial spirit and desire to work in a start-up environment.
- Passion for bringing the voice of innovative entrepreneurs and investors to the national economic policy debate.
- Self-motivated, detail-oriented, and deeply committed to personal and organizational excellence.

**Apply:** Applicants should email their resume and cover letter to [careers@eig.org](mailto:careers@eig.org) with the subject line “Communications Associate”