

### **Director of Communications and Public Affairs**

The Economic Innovation Group (EIG) is an ideas laboratory and advocacy organization dedicated to forging a more dynamic, entrepreneurial, and innovative U.S. economy for the 21st century. Headquartered in Washington, D.C. and led by an experienced, bipartisan team, 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.

#### **About the Role**

EIG's Director of Communications and Public Affairs will lead EIG's overall communications and public affairs strategy development and execution. The role will contribute to EIG's strategic planning process to promote the organization's visibility and shape policy outcomes on regional inequality, economic dynamism, and entrepreneurship. A successful candidate is a strategic thinker and will be confident in an entrepreneurial environment, adopt innovative approaches to communications, leverage traditional and new media opportunities, have the ability to build and secure strong relationships, and manage an internal team of two and external public relations and web development firms.

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

- Develop and deploy communications strategies that will amplify EIG's research, policy proposals, and advocacy efforts to top-tier media, policy makers, and third-party groups. This work includes cross-functional collaboration with our research and policy teams to develop a strategy, craft messages, identify target audiences, prepare materials, and distribute internal and external communications.
- Receive and manage responses to in-bound press inquiries.
- Maintain and build press lists and format and send email communications to press.
- Proactively cultivate relationships with public, private, non-profit and advocacy sector stakeholders, as well as with national media and key regional outlets and influencers, who are focused on entrepreneurship and economic dynamism in the U.S. Reach out regularly to target audiences via newspapers, broadcast and online outlets, Facebook, Twitter, and other social channels.
- Develop content for and manage EIG's website, digital, and social media platforms; employ analytics to track social media.
- Write and produce a wide variety of communications content including press releases, media pitches, talking points, and external materials such as op-eds, blog posts, speeches, and newsletters.
- Track and evaluate communication and outreach efforts, and advise on how to maximize impact through media and public engagement.
- Manage internal communications associate and communications intern and external communications consulting firm, web developer, and graphic designer.



Minimum qualifications include:

Minimum six years' relevant communications experience and familiarity with research-oriented work environments is required. Bachelor's degree in Political Science, Public Policy, Communications, Journalism, Marketing, or a related field is required. Experience working with members of the media, Capitol Hill, think tank, or public relations agency experience is highly desired. Track record of developing proactive media relations strategies to meet goals, anticipating and successfully identifying communications opportunities, as well as managing reactive communications. Proven ability to tell a story effectively through a range of media engagements (interviews, op-eds, backgrounding, speeches, etc.). Self-motivated, creative, organized, and deeply committed to personal and organizational excellence.

**Apply**

Compensation is commensurate with experience. EIG provides generous health care and retirement benefits and a generous paid time off and holiday schedule. Applicants should send a resume and cover letter to **careers@eig.org** with the subject line "Director of Communications and Public Affairs"