

Communications Associate

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.

About the Role

The Communications Associate will work with the Director of Communications and the broader EIG Executive Team and staff to execute and expand EIG's communications and outreach strategy. The Communications Associate will have a unique opportunity to contribute to policy and advocacy efforts impacting more equitably shared U.S. economic growth and new business and job creation.

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

- **Research and Writing:** Research, write, and edit a diverse portfolio of print and digital content including press releases, pitches, blog content, social media content and graphics, talking points, presentations, memos, and newsletters.
- **Social Media Management:** Develop and 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 EIG research and policy announcements; monitor social media accounts and proactively identify opportunities to engage audiences and increase network; design paid campaigns to maximize organization's footprint across channels; monitor the news cycle and be proactive about executing rapid response communication as required; and manage social media analytics to measure and improve the effectiveness of social media content and campaigns.
- **Website Management:** Assist with regular development and maintenance of digital content for the EIG website. Monitor and provide regular digital analytics reports and recommendations for improvement.
- **Media Relations:** Actively monitor media environment and make recommendations to best place news stories by identifying key reporters to build relationships with, manage media lists, and track coverage; staff media interviews and prepare briefing materials; and mine for storytelling opportunities and placements.
- **Communications Strategy:** Work collaboratively with the internal team to determine creative new ways to reach the organization's constituencies, increase brand equity, and analyze ongoing efforts to identify areas for improvement.

Qualifications

- Minimum 3-5 years of communications, public relations, or journalism experience.
- Excellent research, writing, and social media skills.
- Highly detail-oriented and organized.
- Adept at project management, handling competing priorities, and working collaboratively.
- Proven experience drafting communications materials, including press releases, op-eds, social media, etc.
- Basic graphic design experience and WordPress website management skills required.
- Experience with email marketing software (Mailchimp) and content management systems preferred.
- Entrepreneurial spirit and desire to work in a start-up environment.
- Economic policy and political communications experience preferred.

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 email their resume and cover letter to careers@eig.org with the subject line “Communications Associate”. The candidate will start ASAP.

Please note: This position is based in Washington, DC. In response to COVID-19, EIG staff are temporarily teleworking. Once the office reopens, the person hired for this position will work in the EIG office in Washington, DC.