

## Communications Associate

The Economic Innovation Group (EIG) is a bipartisan research and 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 produces industry-leading data and research products, develops original policy ideas, and advances and implements creative legislative proposals that will bring new jobs, investment, and economic growth to communities across the nation.

### About the Role

EIG's Communications Associate will work closely with the Director of Communications and the broader EIG Executive Team and staff to execute 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:

- **Research and Writing:** Research, write, and edit a diverse portfolio of print and digital content including press releases, pitches, blogs, social media content, presentations, and newsletters.
- **Social Media Management:** Develop and implement a social media strategy and content calendar across all channels that generates broad interest among key audiences. Monitor social media accounts and proactively identify opportunities to engage new audiences; maximize organization's footprint across channels; monitor news cycle and proactively execute rapid response communication; and manage analytics to measure and improve the effectiveness of social media content and campaigns.
- **Website Management and Graphic Design:** Assist with regular development and maintenance of website using WordPress and the development of digital content for the website and social platforms.
- **Media Relations:** Monitor media environment and make recommendations to place news stories by identifying key reporters to build relationships with, manage media lists, and track coverage; staff media interviews and prepare briefing materials; 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.

Minimum qualifications include three years' relevant communications experience, and familiarity with research-oriented work environments. 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 preferred. Candidate must be adept at project management and working collaboratively with great attention to detail. Proven experience drafting communications materials, including press releases and social media, graphic design experience, WordPress website management skills, experience with email marketing software (Mailchimp), and content management systems is preferred. Entrepreneurial spirit and desire to work in a start-up environment is essential.

### 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](mailto: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.