

Manager of Communications

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 Manager of Communications will work closely with the Director of Communications and the broader EIG Executive Team and staff to promote the organization's visibility and shape policy outcomes on geographic inequality, economic dynamism, and entrepreneurship. A successful candidate will be confident in an entrepreneurial environment, adopt innovative approaches to communications, leverage traditional and new media opportunities, and build strong relationships. Specific responsibilities will include, but not be limited to:

- **Strategy Development and Implementation:** Develop and deploy communications strategies that amplify EIG's research, policy proposals, and advocacy efforts to top-tier media, policymakers, and third-party groups. Track and evaluate communication and outreach efforts, and advise on how to maximize impact through media and public engagement.
- **Content Development:** Write and produce a wide variety of communications content including press releases, media pitches, talking points, op-eds, blog posts, speeches, and newsletters.
- **Media Relations:** Establish and foster local, regional, and national media relationships as well as with public, private, non-profit, and advocacy sector stakeholders who are focused on the economy, geographic inequality, 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. Receive and manage responses to inbound press inquiries and develop briefing materials. Maintain and build press lists and format and send email communications to press.
- **Digital Platforms:** Develop strategy and post content for EIG's website, digital, and social media platforms; employ analytics to track social media and improve reach.
- **Project and Consultant Management:** Collaborate with research and policy teams to develop strategies, craft messages, identify target audiences, prepare materials, and distribute internal and external communications. Assist in the management of consultants including a communications consulting firm, web developer, and graphic designer.

Minimum qualifications include five 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 highly desired. Track record of developing proactive media relations strategies to meet goals, proven ability to tell a story effectively through a range of media engagements (interviews, op-eds, speeches, etc.), anticipating and successfully identifying communications opportunities, and managing reactive communications is required. The ideal candidate is 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 "Manager of Communications." 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.