

Manager of Communications

The Economic Innovation Group (EIG) is a bipartisan public policy organization dedicated to forging a more dynamic American economy. Headquartered in Washington, D.C., EIG produces nationally-recognized research and works with policymakers to develop ideas that empower workers, entrepreneurs, and communities.

About the Role

EIG's Manager of Communications is an exciting role with significant growth potential. This position touches all aspects of the organization's external communications and public relations activities, coordinating closely with the Executive Team and key stakeholders. Situated at the intersection of economic research, policy, politics, and press, this role requires a passion for helping American workers and communities thrive. A successful candidate will leverage a strong understanding of policy communications and advocacy to advance EIG's position as a leading voice for cutting edge research and innovative solutions to some of the country's most pressing economic challenges. This role reports to the CEO and supervises a communications team of two as well as a communications consulting firm. The position's time will be broken out approximately as follows:

30% - Communications Strategy Development and Implementation

- Develop and implement a communications plan and strategies that advance EIG's economic research, public policy, advocacy, and stakeholder engagement priorities and thought leadership positions at the national, state, and local levels with targeted stakeholders (media, elected officials, policymakers, influencers, academics, and more).
- Create influence strategies by leveraging relevant EIG data and research insights and identifying key messages, target audiences, and preferred channels and platforms through which to disseminate publications and announcements with the goal of shaping opinion.
- Develop and implement social media, web, and newsletter strategies to grow core audiences and increase engagement. Assess analytics to understand effectiveness and implement data-driven recommendations for growth and impact.
- Maintain an excellent command of economic policy and media stakeholders and trends.

30% - Project, Personnel, and Consultant Management

- Manage a communications staff including a Communications Associate and Communications Intern, as well as teams of outside consultants.
- Build and manage an editorial calendar that encompasses the release of long-form content as well as short-form outputs, create detailed project and rollout timelines, and ensure all milestones, deadlines, and budgets are met in a fast-paced environment.
- Manage the scheduling, editing, publishing, and distribution of publications and announcements.
- Develop RFPs, manage external consultants, and ensure rollouts are timely, on budget, and meet quality control standards.
- Manage internal communications and ensure all staff are apprised of publication strategies, timelines, and engaged in and equipped for impactful distribution.

30% - Writing, Editing, and Creative Content Development

- Write compelling press releases, media pitches, social media content, newsletters, op-eds, speeches, web content, our annual report, and other communications content.
- Understand the motivations of key audiences and ensure messaging resonates with their goals.
- Review and edit all content prior to publication, ensuring all products reflect organizational brand, voice, and messaging.
- Coordinate graphic designers to format products into design layout in alignment with brand guidelines.

10% - Media Relations

- Develop and execute organization's media relations strategy; drive outreach to educate the media and other stakeholders regarding EIG's research and public policy priorities.
- Write tailored pitches and conduct targeted media outreach to effectively promote organizational activities, including via newspapers, broadcast, and online outlets; organize strategic media engagement, including media roundtables and briefings; proactively identify and cultivate outreach and coverage opportunities.
- Receive and manage responses to inbound press inquiries and develop briefing materials.
- Build and maintain press lists and format and send email communications to press.
- Serve as internal advisor on media opportunities, strategies, and best practices for writing blogs, op-eds, and engaging with media ensuring key messages are conveyed with consistency.

We are looking for candidates with a strong familiarity with economic policy, exceptional writing and editing abilities, and the ability to develop communications strategy—not simply execute at the tactical level. To thrive in this role, candidates should have at least 5 years of relevant experience managing policy and/or communications in a Congressional, regulatory, or public policy context, or for a think tank or advocacy organization. Proven media relations experience, established relationships with relevant reporters, and digital and data visualization skills are strongly preferred. An exceptional candidate has a knack for creative storytelling and the ability to effectively engage stakeholders and build coalitions to help achieve public policy objectives. A self-starter attitude and a bias for action is essential for success within the organization. Curiosity, creative thinking, and a sense of humor is critical.

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. This is a hybrid position that combines regular in-person presence at our Washington, D.C., office with the option of one to two days of remote work each week.

EIG is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, gender, gender identity, parental or pregnancy status, national origin, sexual orientation, age, citizenship, marital status, disability, or Veteran status.