

## Communications Director

The Maine Center for Economic Policy (MECEP), a nonprofit policy and advocacy organization, seeks an experienced communications director to lead its communications and outreach strategies to promote MECEP's work with the media and other key audiences in order to shape the public debate on equity, inclusivity, and economic justice. The ideal candidate has excellent written and verbal communication skills and experience creating persuasive campaign communications on complex policy issues. The ideal candidate is a team player and committed to racial and economic justice.

Along with the management of a communications team, the communications director develops and implements a strategic communication plan that advances MECEP's policy and legislative goals. The communications director is responsible for planning, developing, and guiding MECEP's policy advocacy campaigns. The communications director is also responsible for ensuring communication products accurately capture MECEP's research conclusions and for positioning them with the media and other target audiences.

The communications director is part of MECEP's senior management team and reports to the executive director.

### About MECEP

Since 1994, MECEP has been the lead research and analysis organization for advancing progressive economic policies that promote economic and racial justice. MECEP has joined forces with key allies to shape and advance some of the most significant anti-poverty policies in Maine. MECEP is an independent, nonprofit organization.

### Duties and Responsibilities

The communications director's core responsibilities include:

- Develop and implement an organization-wide annual communications plan.
- Design and manage policy advocacy campaigns that advance MECEP's policy and legislative goals and shift worldview to support MECEP's progressive mission.
- Manage MECEP's production calendar to ensure timely publication of all products.
- Oversee all media relations and position MECEP as a resource to the media.
- Lead efforts to standardize and strengthen MECEP's brand and voice.
- Clarify and strengthen MECEP's message across the organization's spectrum of products, including but not limited to policy reports and other publications; documents prepared for

policymakers, partners or the public; digital content such as blog posts, infographics, and social media; and fundraising materials.

- Collaborate with MECEP's staff on message development, marketing, public education, and advocacy.
- Serve as the organization's lead editor on all external communications, with particular attention to clarity of message.
- Supervise communications staff.
- Assist with coordinating MECEP's internal work planning and organizational strategy.
- Serve as part of MECEP's operations team to provide administrative guidance and oversight.

### **Required Skills and Experience**

- A commitment to economic, racial, and social justice in Maine.
- Strong interpersonal skills with a commitment to provide respectful, culturally competent communication.
- Excellent written and verbal communication skills.
- Experience creating persuasive campaign communications on complex issues.
- Demonstrated ability to write, edit and publish on short deadlines.
- Demonstrated ability to meet deadlines, manage competing priorities, and work independently and as part of a team.
- Experience using online communications platforms including but not limited to Facebook, Twitter, WordPress, Action Network, or equivalent products.
- Ability to employ critical and systems thinking and manage multi-faceted projects.

### **Desired Skills and Experience**

- Prior experience in think tanks or other nonprofits.
- Familiarity with the Maine media.
- Experience working with policymakers, advocates, media, and other constituent groups.

### **Compensation**

The salary range for this position is \$55,000 - \$72,000 commensurate with experience. MECEP offers paid vacation, wellness leave, and family medical leave, 13 paid holidays, and annual SEP-IRA retirement contributions. MECEP also pays for family health and dental insurance.

### **How to apply**

To apply, send your resume, a writing sample, and a short email (no more than 300 words) telling us why you are interested in this position. Email: [jharris@mecep.org](mailto:jharris@mecep.org) by May 10, 2021. Please include "Communications Director" in the subject line.

MECEP is an equal opportunity employer committed to diversity and to building a team that represents a variety of backgrounds and perspectives. MECEP encourages people of color, women, immigrants, LGBTQ+ people, people with disabilities, formerly incarcerated people, and members of any other group that experiences adversity in hiring to apply.