Community Engagement Manager

The Maine Center for Economic Policy (MECEP), a nonprofit policy and advocacy organization, seeks a Community Engagement Manager to support its communications, outreach, and advocacy efforts to help facilitate a progressive narrative in the media and with partners, policymakers, and public audiences to promote and shape the public debate on equity, inclusivity, and economic justice. The ideal candidate has excellent written and verbal communication skills and experience working with coalitions and communities to engage and educate diverse populations and amplify voices, stories, and perspectives from impacted communities. The ideal candidate is an organized, results-oriented team player and committed to racial, gender, and economic justice.

Working closely with the Vice President of Communications and Communications Manager, the Community Engagement Manager forges and deepens alliances with audiences including partners and their constituents, community organizers and advocates, and members of the media, to ensure workers, families, small businesses, and communities with lived experiences are included in the worldview-shifting efforts of MECEP and its partners; develops and refines strategies and tactics to strategically target and mobilize diverse audiences to outcomes including participation in campaigns, educational opportunities; distributes content and materials (e.g. messaging guidance, social media graphics, blog articles, and multimedia collateral including videos and webinars) to and through citizen advocates and lobbyists.

The Community Engagement Manager reports to the Vice President of Communications.

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 Community Engagement Manager's core responsibilities include:

- Support, inform, and assist in the creation, editing, and packaging of content for MECEP's production calendar and policy advocacy campaigns that advance MECEP's policy and legislative goals; connect the public to stories of Mainers with lived experience of economic justice; and shift worldview to support MECEP's progressive mission
- Support and inform efforts to enrich MECEP's message across the organization's spectrum of products and identify unique audience segments that inform MECEP's communications and campaign materials

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- Manage mechanisms to report and measure the engagement and effectiveness of efforts
- Identify people and communities impacted by issues related to MECEP policy priority areas and develop relationships in those communities directly and/or through partners
- Establish relationships and maintain open, active lines of communication with staff and constituents of organizations working in partnership with MECEP's Mainers for Tax Fairness and Economic Justice Coalition networks
- Form and maintain an advisory group of people from impacted communities who regularly share stories, quotes, testimonials, etc. with MECEP, the media, and within organic networks
- Manage media relations and support the positioning of MECEP as a resource to the media
- Distribute press releases and statements; place op-eds and letters; manage incoming media requests and manage the scheduling of interviews; maintain media lists and news clips
- Foster and maintain relationships and open dialogue with local and regional journalists and news outlets
- Manage media monitoring and participate in social listening
- Partner with the Communications Manager to support and inform MECEP's digital organizing strategy
- Identify, cultivate, and mobilize champions and ambassadors of economic justice and tax fairness on social media
- Assist in the creation and management of special events and presentation materials as needed

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
- 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 landscape

- Experience working with policymakers, advocates, media, and other constituent groups
- Knowledge of trending topics of relevance to MECEP's work
- Experience working with and inspiring diverse audiences to act
- Experience working with people impacted by poverty and economic injustice
- A demonstrated passion for storytelling

Compensation

The salary range for this position is $50,000 – $60,000 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 by January 21, 2022. Please include "Community Engagement Manager" 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.