



## For economic and racial justice

67 E. Madison St., Suite 2000, Chicago, IL 60603  
312.263.3830 | [povertylaw.org](http://povertylaw.org)

January 24, 2022

**Position Title:** Vice President of Communications

**Reports to:** President & CEO

**Location:** Chicago/temporarily remote

The Shriver Center on Poverty Law fights for economic and racial justice. Over the past 50 years, we have secured hundreds of law and policy victories with and for people experiencing economic instability in Illinois and across the country.

Everything we do is powered by communities most affected by poverty. We litigate, shape local policy, and train and convene multi-state networks of lawyers, community leaders, and activists to advance opportunity for all—not just the few.

Our country is rife with laws and policies that systematically disadvantage certain groups while advantaging others based on their race, gender, and other facets of their identities. We believe laws and policies—and the institutions that apply them—should be designed to support people. Together, we're turning this ideal into reality.

We are building a future where all people, families, and future generations have equal dignity, respect, and power under the law. Join the fight at [povertylaw.org](http://povertylaw.org).

**Position Overview:** The Shriver Center is seeking a creative and experienced communications professional with a passion for economic, racial, and social justice to join our staff as Vice President of Communications. The Vice President of Communications will lead strategic communications on behalf of the organization, including brand strategy, public relations, message development, and marketing. Working directly with the President & CEO and the Senior Leadership Team, the Vice President of Communications will lead organizational efforts to communicate the Shriver Center's vision, values, and accomplishments to its diverse constituents. Activities will include support of the Shriver Center's advocacy agenda, marketing of our advocacy resources and training programs and advocate networks, and support of fundraising campaigns and events. The successful candidate will be an innovative thinker with excellent verbal, written, and creative skills.

### **Responsibilities:**

*The responsibilities listed below describe the general nature of the work to be performed and should not be construed as an exhaustive list of responsibilities, duties, and skills required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

### Communications Strategy

- Develop and implement organization-wide communications strategy in coordination with senior leadership and program teams, and in alignment with departmental priorities, strategic initiatives, programmatic needs, and revenue goals.
- Translate the Shriver Center's advocacy work into meaningful messages and compelling content that will help us build relationships with our most important audiences.
- Ensure visibility of the Shriver Center's work in earned media. In partnership with program staff, analyze media and narrative landscapes to make meaning of current events, identify opportunities or challenges to advance key narratives, and guide the organization to pivot accordingly.
- Lead the organizational brand strategy and identify ways to synchronize and integrate various communications efforts with cohesive messaging that supports our brand.
- Ensure visibility of the Shriver Center's work in earned media outlets and among donors, funders, policymakers, allies, program participants, and impacted communities. In partnership with our development team, develop and execute strategies to effectively communicate our impact and build our brand.
- Oversee production of all external communications, including newsletters, email marketing, reports, and blog posts.

### Digital

- Ensure strong and relevant digital communications presence and consistency across all Shriver Center channels, including, but not limited to, website, email, and social media.
- Oversee content creation and promotion of website(s) and online resources that engage and inform key audiences.
- Oversee content creation and cadence for social media platforms to drive conversation on issues and build connection among stakeholders and others.
- Oversee development of metrics to track and monitor effectiveness of marketing and communication activities and adjust strategies as necessary to reach desired results.

### Media Relations

- Ensure visibility of the Shriver Center's work in national and local earned media outlets.
- Identify and cultivate strategic opportunities to use earned media in support of Shriver Center-led advocacy.
- Support Shriver Center staff in developing their public- and press-facing skills as spokespeople and issue experts.
- Support Shriver Center staff in writing, editing, and placing op-eds, speeches, and commentaries that advance the organization's programs, strategic initiatives, and expertise.

### Executive and Administration

- Provide organizational leadership as part of the senior leadership team and contribute to the development and implementation of strategic plans, goals, and objectives.
- Manage Communications Department budget and resource needs.
- Manage and supervise Communications Department staff, currently consisting of a full-time Marketing Director and a full-time Digital Campaigns Associate.

- Report on organizational communications outcomes to the President & CEO and Board of Directors.
- Serve on internal staff committees/work groups to lead and promote positive organizational culture, growth, and values.

**Qualifications:**

- Bachelor's degree in journalism, communications, public affairs, or marketing.
- Ten years' experience in relevant communications position(s) with at least five years' supervisory and/or communications program management experience strongly preferred, preferably in a nonprofit policy or advocacy environment.
- Exceptional written and verbal communication skills. Specific experience in writing speeches, editorials, and similar communications highly preferred.
- Experience developing and executing strategic communications to support advocacy for social change.
- Experience writing, editing, and successfully pitching press releases, op-eds, letters to the editor, and other pieces.
- Experience developing and executing marketing plans that engage and grow audiences.
- Proficiency with digital communications tools and tactics, including website content management, email marketing, and social media.
- Strong leadership and interpersonal skills, with an ability to build positive working relationships at all levels of the organization.
- Decisive and strategic thinker.
- Experience working within the national community of public interest lawyers and advocates preferred.
- A demonstrated commitment to the vision, mission, and values of the Shriver Center.

**Salary/Benefits:** This full-time exempt position offers a competitive annual salary ranging from \$120,888 to \$151,110 and a comprehensive benefits package that includes health, dental, vision, life, and disability insurance, generous paid leave, flexible work schedules, pre-tax flexible spending accounts, pre-tax commuter benefits, and a 401(k) plan. To maintain internal and external pay equity, the annual salary offered to the candidate of our choosing is non-negotiable and commensurate with experience.

**Opening/Closing Date:** Open immediately; closed when filled. Applications are accepted on a rolling basis.

**Applications:** Send a cover letter and résumé to Audra Wilson at [hr@povertylaw.org](mailto:hr@povertylaw.org).

*At the Shriver Center on Poverty Law, we know that a richly diverse mix of professionals makes organizations more effective. As such, we make demographic and experiential diversity a hallmark and priority of all our work.*