Job Announcement Date: Thursday, October 13, 2022

Position Title: Communications Manager
Reports to: Vice President of Communications
Location: Chicago, IL

The Shriver Center on Poverty Law fights for racial and economic justice. 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. Over nearly 60 years, we have secured hundreds of law and policy victories with and for people experiencing economic instability in Illinois and across the country.

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.

Position Overview: The Communications Manager will raise brand awareness and support for the Shriver Center on Poverty by developing and executing communication strategies through earned, owned, and paid media. This role will focus on audience engagement and growth by increasing the quality and quantity of media coverage, online stakeholder outreach, and regular metrics reporting. Activities will include planning, writing, editing, publishing, and measuring results for content across formats and channels such as press releases, websites, blogs, emails, collateral materials, and advertising content. The successful candidate will be a strong writer and editor with experience in media relations and digital media. This position will report to the Vice President of Communications and work in collaboration with the Director of Marketing and Communications.

Responsibilities:
- Work closely with the VP of Communications on media relations to align messaging, create media lists, provide background research, and increase visibility for the organization as well as the President & CEO.
- Build an understanding of legal advocacy, social justice, and mainstream media to serve and grow our network of partners, program participants, and journalists who rely on the Shriver Center for accurate, equity-focused information.
• Conduct research to inform current media activities including analyzing and measuring efforts, identifying newsworthy efforts to amplify, anticipating news cycles that provide opportunity, and preparing for potential risk areas.
• Drive engagement and search engine optimization strategies for the website by making updates; planning, writing, and editing new content including blogs and infographics; and monitoring Google Analytics on a weekly basis.
• Research and implement recommendations for organic SEO success, including content ideas based on top keywords, research, and trends to create top ranking pages.
• Optimize blogs, web pages, page titles, page descriptions, and landing pages for SEO; ensure SEO strategy is integrated into social media, video and email marketing efforts.
• Draft, manage, and disseminate content creation for communication outlets including press releases, toolkits, newsletters, blog posts, collateral, and reports.
• Coordinate production of the organization’s digital and print communications, including email newsletters and communications, fact sheets, web materials, and others as needed.
• Manage video, digital, and graphics production for website and social media; provide support for conference exhibits and events as needed.
• Work with the Director of Marketing and Communications to develop a plan for tracking and reporting key metrics including donor acquisition, website traffic, and Google my Business; contribute to regular reports for staff and board members.
• Manage existing brand assets, working with the Director of Marketing & Communications and external vendors to update when needed.
• Other responsibilities as assigned.

Qualifications:
• Bachelor’s degree in journalism, communications, marketing, or related field.
• Three to five years’ professional experience in managing communications, preferably in a nonprofit, agency, or political campaign setting.
• Proven strong writing skills with ability to translate complex technical issues into clear and compelling content.
• Demonstrated strategic and critical thinking skills.
• Strong time management skills and ability to prioritize and manage multiple projects simultaneously, from assignment to delivery with attention to detail.
• Proactive, positive, flexible, and collaborative team player.
• Flexible and results-oriented problem solver with prioritization, organization, and project management skills.
• Excellent interpersonal, analytical, research, and communication skills; willingness to learn new technology quickly.
• Experience with website content management tools (e.g., Drupal, WordPress) and an understanding of HTML and search engine optimization writing and best practices.
• Understanding of Google My Business and Google Search Console.
• Experience with customer relationship management programs, email platforms, and digital advocacy tools.
• Proficiency in Adobe Creative Suite (InDesign and Photoshop) and Canva.
• Ability to work outside of normal business hours as needed to respond to breaking news.
• A deep commitment to the Shriver Center’s vision, mission, and values.
**Salary/Benefits:** This full-time exempt position offers a competitive annual salary ranging from $67,000 to $72,000 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, resume, and 2 relevant writing samples to hr@povertylaw.org and dawnraftery@povertylaw.org with “Communications Manager” in the subject line.

*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.*