

Position Title: Senior Manager of Marketing & Communications
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 Senior Manager of Marketing & Communications will work closely with the Vice President of Communications to plan, coordinate, and implement marketing and communication strategies to ensure effective communication of the Shriver Center on Poverty Law’s mission and brand. This role will manage the design and delivery of key messages across varied and integrated communication channels, including websites, blogs, emails, videos, collateral materials, brochures, publications, and reports. Activities will include building a storytelling culture, advancing the organization’s position with relevant audiences and donors, and supporting a movement of partners and advocates through strategic communications. The successful candidate will be a creative storyteller with excellent writing, editing, and proofreading skills. This position will report to the Vice President of Communications.

Responsibilities:

- Drive content strategy and editorial planning in collaboration with the Vice President of Communications.
- Lead the storytelling strategy for the Shriver Center, using stories, messages, and visuals to effectively engage with audiences and advance key narratives.
- Work in partnership with the Vice President of Communications to develop and implement marketing and communication plans that support the Shriver Center’s programmatic, policy, and revenue goals.
- Determine target audiences and channels to achieve goals and create effective frames, messages, and talking points.

- Serve as a key advisor on marketing strategy and brand management, collaborating with staff to develop specific print and digital marketing strategies for advocacy, training, network, and donor communications.
- Develop and execute communication strategies to support fundraising campaigns and initiatives.
- Strengthen the organization's visibility and strategic outreach to its key audiences: donors, partners, policymakers, network members, training program participants and other advocates, and the media.
- Provide communication guidance and technical assistance to partners and networks by creating, reviewing, and/or editing news releases, op-eds, and other strategic communication materials for partners and networks.
- Participate regularly in coalitional/network meetings, with the goal of working with our partners to set strategy and find opportunities for narrative power.
- Write and edit blog posts, press releases, editorials, PowerPoint presentations, emails, and speeches as needed.
- Ensure the organization's social media strategies align with broader communication goals and plans in coordination with other team members.
- Manage visual branding for the organization, including graphic design, print production, video production, and photography, working with external graphic designers as needed to produce graphics and collateral materials.
- Work with the Vice President of Communications to develop metrics for marketing and communications and prepare reports that track progress toward strategic goals; modify strategies and tactics as needed to reach desired results.
- Find, vet, and manage vendors and contractors across multiple disciplines including graphic design firms, freelance writers, photographers, and others as needed using processes and practices that promote equity and diversity.
- Work with Technology staff to determine technology needs for marketing and outreach; drive the technology strategy for communication purposes.
- Other responsibilities as assigned.

Requirements:

- Bachelor's degree in journalism, English, communications, marketing, or related field or equivalent combination of education and experience required.
- Minimum five years' experience in nonprofit marketing and communications, including experience in planning, writing, editing, and producing newsletters, press releases, marketing materials, and other print publications.
- Proven experience in managing strategic communications, media relations, and/or marketing program to advance mission and goals.
- Strong storyteller with a demonstrated ability to translate program results into compelling narratives for multiple audiences.
- Exceptional writing, editing, and creative thinking skills, with the ability to customize content for a variety of audiences and formats.
- Able to thrive, collaborate, and exercise good judgment in a fast-paced, deadline-driven environment with quickly shifting priorities.
- Proactive, positive, flexible, and collaborative team player.

- Self-reliant, flexible, and results-oriented problem solver with strong prioritization, organization, and project management skills.
- Demonstrated experience in successfully using new and emerging technologies including website content management tools (e.g., Drupal, WordPress,), customer relationship management programs, email platforms, and digital advocacy tools.
- Demonstrated understanding of HTML and search engine optimization best practices.
- Proficiency in Adobe Creative Suite (InDesign and Photoshop) and Canva.
- A demonstrated commitment to the Shriver Center's vision, mission, and values.

Salary/Benefits: This full-time exempt position offers a competitive annual salary ranging from \$75,470 to \$80,000 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.

Hybrid Work Arrangement: The Shriver Center offers a hybrid work model that combines on-site and remote work. Employees are expected to attend periodic in-person meetings on a regular basis and must live within commuting distance of our Chicago headquarters.

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

Applications: Send a cover letter and resume to dawnraftery@povertylaw.org and 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.