



For economic and racial justice

67 E. Madison St., Suite 2000, Chicago, IL 60603

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Position Title: Marketing Associate

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 Marketing Associate will help drive the reach and effectiveness of the Shriver Center on Poverty Law's advocacy and fundraising campaigns through digital marketing and communications. This role will manage the social media strategy and activities while leading the development and execution of emails that engage our target communities and mobilize people to take action on the organization's racial and economic justice agenda. Activities will include daily social media content and monitoring, weekly emails and monthly newsletters, and ongoing analytics tracking. The successful candidate will be a digitally savvy marketer with strong writing skills and a growth mindset. This position will report to the Director of Marketing and Communications and work in collaboration with the Vice President of Communications.

Responsibilities:

- Manage the strategy and activities for all social media platforms, including Twitter, Facebook, LinkedIn, and Instagram.
- Design and execute digital campaigns that educate and mobilize target audiences on key issues, including creation of content like toolkits, infographics, and graphics.
- Develop social media content for advocacy and fundraising campaigns and events (issue areas, year-end appeal, gala, etc.).
- Conduct social listening to determine strategic communication opportunities and trends as well as review inbound comments, messages, and risk.
- Collaborate with Shriver Center staff to advise on social media advocacy strategies.
- Perform periodic all-staff social media platform trainings.
- Drive the engagement strategy for the monthly newsletter, including growing subscribers, planning articles, curating and assembling content, and measuring real-time results.

- Develop and execute email marketing campaigns promoting advocacy initiatives, training opportunities, fundraising, and special events.
- Develop, write, edit, and produce communications materials as assigned including reports, brochures, annual reports, legislative and litigation reports, development collateral, and other publications.
- Track metrics across social media and email platforms on a weekly basis.
- Coordinate digital communications efforts with Shriver Center advocacy coalition and network partners.
- Use paid online advertising and other tactics to acquire new audiences.
- Make recommendations for tools and platforms to improve digital marketing strategy.
- Support media relations including tracking media inquiries and hits, producing the daily clips, maintaining media lists, and coordinating interviews.
- Other responsibilities as assigned.

Qualifications:

- Bachelor's degree in journalism, communications, marketing, or related field.
- Two to three years' professional experience in coordinating marketing or communications, preferably in a nonprofit setting.
- Strong writing skills with ability to translate complex technical issues into clear and compelling content.
- Experience managing organizational social media plans, including drafting and posting original content to various platforms.
- Time management skills and ability to prioritize and manage multiple projects simultaneously, from assignment to delivery with attention to detail.
- Strong interpersonal, analytical, research, and communication skills; willingness to learn new technology quickly.
- Familiarity with our core issue areas and/or Illinois and federal politics a plus.
- Proficient in Mailchimp or similar e-newsletter platforms.
- Experience with website content management tools (e.g., Drupal, WordPress) and search engine optimization writing and best practices.
- Familiarity with customer relationship management programs, email platforms, and digital advocacy tools.
- Experience with Adobe Creative Suite (InDesign and Photoshop) and Canva.
- Ability to work outside of normal business hours as needed to support response 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 \$53,005 to \$58,005 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 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.