

Job Announcement: April 11, 2018

Position Title: Advocacy Communications Specialist

Reports to: Vice President of Communications

Location: Chicago, IL

Organizational Overview: The Sargent Shriver National Center on Poverty Law provides national leadership in advancing laws and policies that secure justice to improve the lives and opportunities of people living in poverty. We put race front and center in our work. We recognize that inclusion of diverse voices, perspectives, and experiences is essential to understanding and addressing complex issues in our advocacy and within our organization. To that end, we focus on issues that deeply affect the lives and social mobility of people living in poverty: economic justice, housing justice, health care justice, and community justice. We lead, equip, and mobilize multi-state networks to advance an anti-poverty and racial justice agenda. Through training and leadership development programs designed to foster innovation and collaboration, we strengthen core competencies of advocates across the country.

Position Overview: The Advocacy Communications Specialist manages the strategic communications plans for the Shriver Center's state and multistate advocacy agendas. The Advocacy Communications Specialist will support organizing our policy and advocacy efforts around values-based messaging with integrated communications activities to mobilize and influence target audiences, including policymakers, advocates, media, and donors. The Advocacy Communications Specialist will also be involved in the development of policy communications strategies across all the Shriver Center's communications platforms. The Advocacy Communications Specialist will draft and edit print and digital materials such as talking points, press releases, op-eds, blogs and news briefs, and other advocacy communications materials. The Advocacy Communications Specialist will also steward relationships with local and national reporters through regular touchpoints and social media engagement as well as equip Shriver Center advocates and policy specialists to engage with media.

Responsibilities:

- Under the direction of the Vice President of Communications and in close partnership with Shriver Center staff attorneys and policy specialists, develop and implement communications plans to support the Shriver Center's state and multistate advocacy agendas;
- Draft messaging platforms on advocacy issues and initiatives across our four justice areas: economic justice, housing justice, healthcare justice, and community justice;
- Advance the Shriver Center's public relations activity through cultivating relationships with local and national journalists, researching issue sentiment, and responding to breaking news coverage;
- Research effective and innovative communications frameworks to advance social change and monitor and track salient news coverage on the Shriver Center's various policy areas;
- Craft and manage distribution of Shriver Center communications pieces including press releases, OpEds, letters-to-the-editors, and talking points;
- Support thoughtful and informative content development for the Shriver Center's blog including topical research, drafting, editing, and proofreading in collaboration with our staff attorneys and policy specialists; manages editorial calendar for the blog;
- Direct content and engagement strategy for the Shriver Center's social media platforms (Twitter, Facebook, LinkedIn), with a community of more than 19,000 across all three platforms;



- Generate digital toolkits to educate and mobilize the Shriver Center community on key policy issues;
- Coordinate communications efforts with Shriver Center advocacy coalition and network partners;
- Support content development of advocacy-related messages in Shriver Center marketing and fundraising campaigns;
- Contributes to develop regularly metric reports for staff and board members; and
- Other responsibilities as assigned.

Requirements:

- Strong writing skills; able to develop content rooted in core messaging for a variety of platforms;
- Up to five years of experience in strategic communications, preferably in a policy or advocacy setting;
- Bachelor's degree in Communications, Marketing, Journalism, Political Science or related field;
- Knowledge and demonstrated understanding of the use of communications for advocacy; demonstrated strategic and critical thinking skills;
- Ability to translate technical information and materials for general audiences;
- Experience in placing quality media stories, outreach to journalists, writing press releases and maintaining media contact lists;
- Experience in leading digital content strategy and management of social media channels;
- Superior project management skills and ability to prioritize and manage multiple projects simultaneously;
- Ability to be flexible and work well under pressure in a fast-paced, multi-task team environment;
- Experience in networking, building relationships, and managing partnerships with a range of internal and external stakeholders;
- Familiarity with our core issue areas and/or Illinois politics a plus;
- Demonstrated commitment to social justice and advancing racial equity;
- Experience working and managing across lines of differences and working with and in economically and racially diverse communities preferred;
- Demonstrated commitment to the Shriver Center's mission, vision and values;
- Excellent interpersonal, analytical, research and communication skills; willingness to learn new technology quickly;
- Experience with Meltwater, Hootsuite or comparable media relations and social media management tools, preferred;
- Ability to work outside of normal business hours to support response to breaking news; and
- Ability to travel to Springfield (5%) during session to support advocacy and legislative initiatives.

Salary/Benefits: This full-time exempt position offers a competitive annual salary and a comprehensive benefits package.

Opening/Closing Date: Open immediately; closed when filled.

Applications: Send resume and cover letter to Ambar Mentor-Truppa at hr@povertylaw.org. Please send materials as a single and searchable PDF attachment.

Visit www.povertylaw.org for more information about the Shriver Center.

