

DCFPI Director of Communications and External Relations

The DC Fiscal Policy Institute (DCFPI) seeks a highly strategic **Director of Communications and External Relations** to create and oversee a comprehensive communications and advocacy plan to advance solutions that expand economic opportunity and well-being for all residents of DC. This director level position requires extensive media relations experience, excellent writing and editing skills, and sophisticated understanding of how to move issue area campaigns. This is a full-time position that reports to the Executive Director.

Successful applicants will possess high-level strategic vision, have strong writing experience with both print and online formats, and thrive in an environment of collaboration and innovation. In addition to outstanding skills as a strategist and writer, DCFPI seeks someone with a deep commitment to racial, gender, and economic justice, and the organization's core priorities around tax, budget, and economic policy.

Core Duties and Responsibilities

Communications and Advocacy Strategy, Vision and Leadership

- Develop and implement with the team an integrated, organization-wide strategic communications and advocacy plan to help shape policy debates and broaden awareness of DCFPI's mission, work and policy solutions to key stakeholder audiences (e.g., advocacy and community partners, lawmakers, media, and philanthropy).
- Lead DCFPI's work to streamline brand identity and messaging consistency throughout the organization including marketing materials, public relations, online presence, and published reports.
- Work extensively with the media, policy makers, and partners to execute effective strategies to drive/shape a public narrative.
- Identify challenges and opportunities to promote our work and influence policy outcomes. Work with the team to recognize internal and external communications opportunities and solutions and execute strategies to support them.
- Create and implement both traditional and digital communications strategies and tactics across a variety of platforms that can amplify and maximize exposure of DCFPI's core issue area campaigns and build demand for policy goals laid out by DCFPI and coalition partners.

Communications Operations

- Ensure all public-facing writing aligns with the strategic communications plan.
- Oversee editorial direction, design, production and distribution of publications, and work with staff to edit for clarity, tone, and adherence to standard journalistic style, and to improve the quality and clarity of public facing products and presentations.

- Oversee, or execute as needed, the development and editing of print and branded materials, and curate and edit content for eblasts and social media platforms with aim of increasing engagement.
- Develop organizational messaging and framing documents for research, successes, publications and target audiences.
- Assist executive director and development staff in creation and editing of fundraising materials and grant proposals and reports.
- Manage a small team including campaigns and communications-related vendors or consultants.

Media Engagement

- Serve as a primary media contact, promote DCFPI's key research findings and related messaging to the media and actively pursue and facilitate media relations activities. Coordinate media inquiries and interviews with DCFPI subject-matter experts.
- Prepare talking points, speeches, presentations and other supporting material, as needed.
- Assist in the development of overall messaging, writing and editing of press releases, op-eds, and other appropriate promotional materials.

External Affairs and Digital Strategy

- Work with DCFPI leadership to develop legislative strategy and provide strategic and tactical communications support to coalition partners, in partnership with DCFPI's Revenue Organizer and Policy Analysts, to move issue area campaigns.
- Work with consultants to build out DCFPI's audiences and contact lists for sophisticated civic engagement and advocacy strategies.
- Manage DCFPI's website and blog, track social media activities and engagement using tools like Twitter reporting tools, Facebook Insights, Google Analytics, LinkedIn Page Statistics, or others.
- Produce accurate, compelling and clearly written communications for print and digital distribution.

Qualifications and Competencies

- Bachelor's degree and a minimum of seven to ten years of experience (reflecting progressively higher levels of responsibility) in media relations, political or issued-based campaigns communications, public affairs, or a related field.
- Ability to develop high-level vision and strategy to affect policy change, and ability to balance the needs and demands of many stakeholders and competing priorities and interests.
- Commitment to advancing antiracism, equity, and inclusion through policies and programs. Understanding of DC political and policy environment a strong plus.
- Excellent writing, editing, and organizational skills, and the ability to communicate in compelling ways to a wide range of stakeholders about the importance of policy change, racial and ethnic equity, and advocacy campaigns.
- Ability to build and sustain robust, authentic, productive working relationships with colleagues, including external partners and key stakeholders, across race and other group identities.
- Exceptional leadership skills, a highly collaborative management style that centers equity and inclusion, and the ability to draw on and develop the talents of people from diverse backgrounds and experiences.

- Keen awareness of multiple group identities and their attendant dynamics, and ability to consistently bring a high level of self-awareness, empathy, and social skills to work and interpersonal interactions. Ability to consistently give both positive and developmental feedback to staff to support learning, excellence, and personal growth.
- Ability to work in a fast-paced environment.
- Facility with Microsoft Office and WordPress (HTML and CSS familiarity a plus); experience with Adobe Creative Cloud, especially Photoshop, InDesign and Illustrator preferred

Compensation

Salary range is in the \$100,000 to \$110,000 range; excellent benefits include health insurance, dental and vision care, life and long-term disability insurance, retirement and generous vacation leave, sick leave, and holiday schedules.

About DCFPI

The DC Fiscal Policy Institute promotes opportunity and widespread prosperity for all residents of the District of Columbia—especially Black and brown residents sidelined by racism and economic exclusion—through thoughtful policy solutions. With advocacy and movement-based partners, we work to achieve an equitable and inclusive economy through systemic change in the areas of tax, education, housing, and other policies that advance racial, gender, and economic justice. We have a proven track record of successfully advocating for the fundamentals that everyone in our city deserves. DCFPI is the leading independent source of information on the DC budget and how the city’s resources are spent. We pinpoint how the lives of DC residents are affected by tax and budget decisions and hold policymakers accountable for those decisions. We are a vital resource to other nonprofits, are trusted and respected by DC policymakers, and are frequently cited in the media. Our proposals often become reality and make a meaningful difference in the lives of residents across the city.

How to Apply

- Please submit a cover letter and resume to ewilliams@dcfpi.org.
 - The email subject line should be “Director of Communications and External Relations”
 - The cover letter filename should be `lastname.coverletter.commsdirector`
 - The resume filename should be `lastname.resume.commsdirector`
- Applications will be considered on a rolling basis. We encourage people of color, women, LGBTQIA+, and people with disabilities to apply.

DC Fiscal Policy Institute (DCFPI) is an Equal Opportunity Employer that values and welcomes diversity in the workplace and strongly encourages all qualified persons to apply regardless of any protected status under federal or local law including minorities/ women/ disabilities/ veterans.