

## Digital Communications Associate

The DC Fiscal Policy Institute (DCFPI) seeks a Digital Communications Associate to support communications across DCFPI's social media platforms, email, and website in order to raise visibility and understanding of policies that advance racial and economic justice in the District. The successful candidate for this role will be creative, excel at translating highly technical work into compelling language, and proactively identify opportunities to engage new audiences. DCFPI also seeks someone with a deep commitment to racial, gender, and economic justice, and the organization's core priorities around tax, budget, and economic policy.

The Digital Communications Associate will report to the Director of Communications and External Affairs, work closely with the Campaigns Manager and Development Director, and collaborate with DCFPI staff. Due to COVID-19, DCFPI staff are working in a hybrid in-person and remote capacity, with the expectation that team members work in person twice a month at minimum as public health conditions allow. The pandemic is a difficult time for most people and we aim to be as flexible and supportive as possible.

### Core Duties and Responsibilities

- Manage DCFPI's social media accounts using industry best practices to grow followings and move audiences up the ladder of engagement. Create engaging content with an eye toward highlighting the human impact of policies and making complex budget and tax issues accessible.
- Draft engaging email and petition copy to inform recipients of new content, actions, successes, and events.
- Monitor media coverage, social media, and related activity surrounding key advocacy issues and identify opportunities to contribute to discourse and shape narrative.
- Provide basic graphic design for social media and DCFPI publications using tools such as Canva and Datawrapper.
- Keep the website up to date, including uploading publications and refreshing visuals.
- Monitor, analyze, and report on website, email, and social media metrics and use data to test new ideas and inform strategy.
- Represent DCFPI at coalition meetings and support the creation and amplification of coalition social media materials.
- Occasionally support rapid response to breaking news.
- Occasionally assist with in-person and virtual events.
- Support on administrative tasks, including managing digital assets, creating Powerpoints, data entry, and research.

### Qualifications and Competencies

- A bachelor's degree and two years of experience in social media management, digital organizing, email marketing and advocacy, or graphic and visual media design, or a master's degree. This experience can include internships and volunteer experience may be considered.
- Understanding of racial equity and structural racism, its impact on policy as well the ability to write using a racial equity lens.
- Proficiency in written communication with the ability to inhabit a brand voice and distill complex topics for general audiences.



- Ability to build and sustain productive working relationships with colleagues, including external partners and key stakeholders, across race and other group identities.
- 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.
- Experience with Mailchimp, Google Analytics, Action Network, and Wordpress or similar systems and fluency in Microsoft Office preferred.

## Compensation

The salary range for this position is \$55,000-65,000, depending on experience; 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

DC Fiscal Policy Institute shapes racially-just tax, budget, and policy decisions by centering Black and brown communities in our research and analysis, community partnerships, and advocacy efforts to advance an antiracist, equitable future. DCFPI is the leading independent source of information on the DC budget and how the city's resources are spent. We are a vital resource to other nonprofits, are trusted and respected by DC policymakers, and are frequently cited in the media. We have a proven track record of successfully advocating for the fundamentals that everyone in our city deserves. 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, resume, and a writing sample (an article, social media posts, email, or anything that showcases your writing ability) to [nmetzgar@dcfpi.org](mailto:nmetzgar@dcfpi.org). Applications will be considered on a rolling basis. The email subject line should be "Digital Communications Associate" and application letter, resume, and writing sample file names should be lastname.coverletter.digitalassociate, lastname.resume.digitalassociate, and lastname.writingsample.digitalassociate.

*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 race, color, age, sex, marital status, sexual orientation, gender identity, gender expression, genetic information, credit information, pregnancy or parental status, family responsibilities, personal appearance, creed, military or veteran status, religion, ancestry or national origin, union activities, disability, or other status protected by applicable law.*