

Digital Communications Associate

The DC Fiscal Policy Institute (DCFPI) seeks a Digital Communications Associate to support communications across DCFPI's social media, email, and website to raise the organization's visibility and reach of its work. The successful candidate for this role will be creative and proactive with strong attention to detail. 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.

The Digital Communications Associate will report to the Director of Communications and External Affairs, work closely with the Communications Manager and Director of Institutional Advancement, and collaborate with DCFPI staff.

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 compelling storytelling that highlights the human impact of policies and makes complex budget and tax issues accessible.
- Collaborate with team to develop and implement digital advocacy and marketing campaigns, including paid media, to support DCFPI's policy objectives and elevate the brand.
- Monitor, analyze, and report on website, email, and social media metrics and use data to test new ideas and inform strategy.
- Provide graphic design for print and digital mediums, including social media, marketing and fundraising materials, and DCFPI publications using tools such as Canva, Adobe InDesign, and Datawrapper.
- Monitor media coverage, social media, and related activity surrounding key advocacy issues to identify opportunities to contribute to discourse, shape narrative, connect to new audiences, and elevate DCFPI's brand.
- Maintain DCFPI's subscriber and supporter lists according to industry best practices.
- Draft engaging email and petition copy to inform recipients of new content, actions, successes, and events.
- Work with the Institutional Advancement Department to identify fundraising opportunities, including drafting digital donor appeals and opportunities to pursue rapid response fundraising.
- Keep the website up to date, including uploading publications, refreshing visuals, maintaining site organization, and optimizing to maximize digital fundraising.
- Coordinate with website developers to fix technical issues.
- 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, proofreading, and research.

Qualifications and Competencies

- A bachelor's degree and two years of experience in social media management, digital organizing, email marketing, video editing, or graphic and visual media design. This experience can include internships and volunteer experience.
- 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.
- Knowledge of best practices and awareness of industry trends related to social media, email, digital fundraising, marketing, and audience acquisition.
- Graphic design and video production skills and experience with editing software. (e.g. Canva, Adobe InDesign, CapCut, etc.) strongly preferred.
- Experience with Google Analytics, Action Network, Wordpress, and basic HTML or similar systems and fluency in Microsoft Office preferred.
- 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.

Compensation

- The salary range for this position is \$57,750-73,500, depending on experience.
- DCFPI provides health insurance through DC Health Link. DCFPI will contribute an amount tied to the most expensive platinum plan on DC Health Link. The DCFPI contribution will equal 88 percent of the reference plan premium for the employee and 65 percent of the reference plan premium for an employee's spouse and dependents.
- Other benefits include dental and vision care, life and long-term disability insurance, retirement, an employee assistance program, student loan and wellness stipends, and generous vacation leave, sick leave, and holiday schedules.

About DCFPI

DCFPI 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 District'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 the District deserves.

How to Apply

Please submit a cover letter, resume, and 2-4 examples of digital content you've created (graphics, social copy, emails, videos, etc) to 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 sample file names should be lastname.coverletter.digitalassociate, lastname.resume.digitalassociate, and lastname.sample.digitalassociate.

The 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.