



Communications Director

Position Status:	Full-time, Exempt
Location:	Miami, Florida
Reports to:	Deputy Executive Director
Compensation:	\$75,000 - \$85,000
Benefits:	Employer-provided health, dental, and vision insurance Matching retirement contributions Generous PTO

ABOUT ENGAGE

Engage Miami builds civic equity and power through voter engagement and local and state issue organizing, as well as civic education and leadership development. We center young voters and leaders ages 16-35, building young people's political power in majority Black and Latinx communities. Our mission is to build a more just, democratic, and sustainable Florida by developing a local culture of civic participation for young people that is bold, creative, and impactful.

JOB DESCRIPTION

Engage Miami is currently seeking a dedicated and experienced Communications Director to lead our efforts in promoting young people's civic engagement and mobilization. The Communications Director will play a pivotal role in advancing our mission of increasing youth participation and connecting to the issues that matter the most. The ideal candidate will be responsible for developing and implementing comprehensive communication strategies to increase young people's political power and engagement. This position will work closely with organizational leadership and program staff to develop strategic, mission-driven plans to reach target audiences and achieve results and will come with a demonstrated track record with media relations, branding, digital marketing, writing, public speaking, and web/social media.

The position is full-time, willingness to work some evenings and weekends is required. This position is predominantly an in-person role based out of our Miami office. Excellent candidates will have strong project management and relevant communications experience with a drive to support the team and achieve shared objectives, and a passion for civic engagement.

ROLE & RESPONSIBILITIES

Planning, Project Management, and Assessment 20%



- Strategic Communication: Design and execute data-driven communication plans to promote young people's civic engagement and voter mobilization, utilizing a variety of channels, including social media, email campaigns, press releases, and more.
- Project Management: Maintain project schedules, track progress, and identify potential roadblocks in campaign execution. Conduct regular status meetings and progress reviews to ensure project milestones were achieved and that stakeholders are informed
- Evaluation and Reporting: Monitor and analyze the effectiveness of communication efforts, providing regular reports and making data-driven adjustments as needed.

Executing Strategic Communications: 60%

- Content Creation: Oversee and execute the development of compelling content, including written, visual, and multimedia materials that resonate with and effectively engage our target audience.
- Messaging and Branding: Develop and maintain consistent and effective organizational messaging and brand identity across all social media platforms, websites, and email databases.
- Public Relations: Cultivate and maintain relationships with local, regional, and national media outlets to secure coverage and promote our impact and initiatives. Serve as the primary point of contact for media inquiries and proactively seek opportunities for media coverage and outreach.
- Rapid Response: Be prepared to respond to crisis situations swiftly and effectively, ensuring the organization's health and effectiveness.

Team and Collaboration: 20%

- Team Leadership: Manage any assigned communications staff or projects, providing leadership, training, and guidance to ensure the effective execution of communication strategies and projects. Contribute to a welcoming workplace environment by leading all interactions in alignment with Engage Miami's progressive organizational values
- Collaboration: Collaborate with cross-functional teams such as operations, programs, and data, to optimize outcomes and work closely with the leadership team to create effective and aligned strategies, messaging, and goals. Attend organizational events as needed, including retreats and relevant workshops, and regularly engage professional development opportunities.
- Additional Duties: This job description is intended to convey information essential to understand the scope of the position and is not intended to be an exhaustive list of qualifications, skills, duties, responsibilities, or working conditions associated with the position. Additional duties may be assigned as needed.

QUALIFICATIONS & SKILLS

- Minimum experience five years professional experience with preference for at least two years directly relevant communications experience in fields such as nonprofit, campaigns, or government
- A resourceful, creative problem-solver and solutions-finder with proven leadership and supervisory skills and the ability to inspire and guide communications team members



- Commitment to Engage Miami's mission and the organization's values, goals and objectives, including voter registration, voter education, advocacy, and get out the vote efforts centering young people
- Proven experience in developing and executing comprehensive communication strategies, with strong strategic thinking and problem-solving abilities to adapt and pivot as needed within evolving campaign needs and organizational priorities
- A love for learning and growth - can quickly grasp the subtleties of complex issues and identify patterns. Comes up with insightful, pragmatic, equitable, and sustainable ways to tackle common challenges and produce positive change. Has a successful track record of taking a concept from idea to implementation.
- Proficiency in producing compelling written and digital materials, including excellent copywriting, fact checking, and editing skills as well as a strong eye for design and skillfulness with language
- Strong communication, emotional responsibility, and interpersonal skills
- Comfortable managing contact databases, producing data-driven reporting, systems-oriented, and highly organized to ensure strong compliance and targeted communications
- Ability to build and maintain relationships with the media, generating positive coverage and increasing the organization's visibility
- Can learn, internalize, and incorporate our "voice" across platforms. Organizes and shares information effectively — whether writing an internal email or delivering a presentation.
- A commitment to nonprofit and nonpartisan legal compliance
- Commitment to equity and effectiveness, and able to work in diverse communities
- Willingness to work nontraditional hours when needed and campaign hours during election season

Applications will be reviewed and candidates invited to interview on a rolling basis until the position is filled. If interested please apply as soon as possible. Not sure if you meet the qualifications? We'd still love to see your application!

Interested candidates are encouraged to apply by sending an email to hire@engage.miami with "Full Name/ Communications Director Application" in the subject line. The application should include a PDF resume, two to three references, portfolio or any relevant work samples such as a press release, graphic, or comms plan, and a brief statement (5-7 sentences) explaining why you are interested in the position and how you can contribute to our mission of increasing civic participation among young people. Alternatively, you may attach a video or audio file with your responses to these prompts. If applying via a job posting website, please still send an email with requested application materials.

Individuals who are Black, Indigenous, Latinx, people of color, individuals with disabilities, and LGBTQ+ individuals are strongly encouraged to apply. All ages are encouraged to apply. Engage Miami is an equal-opportunity employer. Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, gender identity, disability, veteran status, or any other class protected by law. Assistance and/or reasonable accommodations during the application process are available to individuals upon request.