



## Communications Director

Position Status:	Full-time, Exempt
Location:	Miami, Florida, can be remote or hybrid
Reports to:	Executive Director
Compensation:	\$75,000 - \$90,000
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. We center young voters and leaders ages 16-35, building young people's political power. As a civic and political education leader, Engage strengthens a culture of locally driven democratic participation of diverse communities, builds power to implement change, and works to advance a young people-led issue agenda that protects and invests in our communities.

### JOB DESCRIPTION

The Communications Director is responsible for developing and implementing comprehensive and focused communication strategies to increase young people's political power and engagement including campaigns related to Engage the Vote and the Young People's Priorities, and must be committed to supporting the implementation of our strategic plan. This position will work closely with organizational leadership and staff to develop strategic, mission-driven plans to reach target audiences and will come with a demonstrated track record in executing effective narrative and messaging, design and branding, social media and website management, and email outreach. The ideal candidate will come with strong technical and design skills, be data savvy and highly organized, an excellent manager and collaborator, and eager to support the mission and growth of the organization

The Communications Director must be invested in creating strong systems with internal documentation and tracking to support the organization's programs and campaigns, and be able to connect the big picture vision with the details and data needed to execute. The Communications Director must be knowledgeable about key tactics and tools needed to manage communications for voter engagement and base building and support organizational legal compliance with nonprofit and electoral law. A mindset of curiosity, adaptability, care, creativity, and rigor are required, as is a commitment to effectiveness and equity while pursuing progressive political power centering young people.

## **ROLE & RESPONSIBILITIES**

### **Collaboration, People and Project Management: 25%**

- **Collaborate to develop communications plans** for key campaigns, including voter engagement, issue advocacy, and base building. Manage internal stakeholders and ensure strong process management for communications projects, including feedback, approvals, and workflows. Support the organizational leadership team, providing input and contributing to solutions on organizational priorities, opportunities, and challenges
- **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.
- **Manage communications calendar**, planning timelines, project schedules, and ensuring deadlines for key deliverables are met while adapting to emerging needs
- **Monitor and analyze the effectiveness of communication efforts**, providing tracking of key performance indicators and making data-driven adjustments as needed
- **Supervise and develop direct reports**, conducting check ins, devising work plans, setting priorities, and supporting professional development to ensure the effective execution of communication strategies and projects.
- **Ensure equitable and effective practices in staff management**, ensuring management practices that are in line with our values and goals, including managing and communicating with emotional intelligence and responsibility, with special care for engaging multiracial, multiethnic, multigender, and multigenerational teams

### **Content Development and Platform Management: 50%**

- **Oversee and execute the development of compelling content**, including written, visual, and multimedia materials that resonate with and effectively engage our target audience, including ensuring strong design of infographics, explainers, voter guides, etc.
- **Ensure aligned and focused messaging**, excellent copywriting and editing, language accessibility, and research-informed frameworks, with strong fact checking and review. Maintain consistent and effective organizational messaging and brand identity across all social media platforms, websites, and email.
- **Oversee email strategy and execution**, including supporting automation, newsletters, event promotion, and managing audience segmentation, coordinating closely with program and data staff
- **Ensure key print materials are developed** including voter guides, pledge cards, palm cards, handouts and mail, as well as supporting swag such as stickers, buttons, shirts, posters etc.
- **Lead in managing social media platforms** on Instagram as well as other platforms as needed, ensuring creative and effective content such as event promotion, political education series, get out the vote messages, membership and volunteer recruitment, telling the story of our work and increasing engagement
- **Lead in creating and targeting digital ads** in coordination with program and data staff, including pledge to vote and get out the vote content, issue platform promotion,

advocacy actions, and recruitment

- **Manage website maintenance and updates**, including voter education hubs, digital voter guides, and regular updates and support additional digital campaigns such as text outreach as needed

### **External Relationship Management: 25%**

- **Support translation of materials** and content whenever possible, contracting with vendors to increase multilingual accessibility of our content and communications, with a special focus on Spanish and Haitian Creole
- **Support artist engagement**, including contracting for design, illustration, or content creation, managing any artists with clear goals and timelines
- **Support influencer engagement** and partnerships to reach new audiences and increase visibility of key content
- **Support media relations**, increasing strategic press coverage and supporting any rapid response needed, monitoring media for relevant articles that may impact our work
- **Support engagement with additional vendors as needed**, such as photographers, videographers, etc. managing recruitment, projects, and ensuring follow through

### **COMPETENCIES & SKILLS**

- Minimum five years of professional experience in communications management, including electoral and/or advocacy campaigns. Must have at least one cycle of electoral experience
- Highly proficient 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
- Experience managing targeted digital campaigns - including email - producing data-driven planning and performance management. Must be systems-oriented and highly organized.
- 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, with the ability to integrate the organization's 'voice' across platforms.
- Effective in developing focused narrative and messaging that advance a progressive agenda and passionate about supporting the Young People's Priorities and Engage the Vote campaigns
- Strong management skills, including supervision, coaching, staff development, and developing strong work plans and relationships
- Ability to build and maintain strategic relationships with media, influencers, and partners generating positive coverage and increasing the organization's visibility and effectiveness
- Organizes and shares information effectively, with excellent file management, calendar management, internal communication, and documentation
- Eager to devise communications strategies that can clearly demonstrate impact and effectiveness of tactics, such as A/B testing, and application of research-tested tactics, such as social pressure messaging
- A commitment to nonprofit legal compliance, including knowledge of electoral, lobbying, and 501C3 and 501C4 requirements
- Solutions orientation and problem solving - can quickly grasp the subtleties of complex issues and identify patterns. Comes up with insightful, pragmatic, equitable, and sustainable

ways to tackle common challenges

- An approach of curiosity, care, collaboration, and commitment to impact. Must be a fast learner eager to incorporate feedback and input.
- Strong communication, emotional responsibility, and interpersonal skills, including commitment to equity and effectiveness, and able to work in diverse communities
- Commitment to strength-based and growth-centered approach, collaborates effectively with peers, direct reports, and supportive of organizational leadership and alignment
- Willingness to travel on occasion

**Interested candidates are encouraged to apply by sending an email to [hr@engage.miami](mailto:hr@engage.miami) with "Full Name/ Communications Director Application" in the subject line.** The application should include a PDF resume and 2-3 relevant work samples such as a social media or email series, graphic or print samples, or a digital engagement plan.

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!

*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.*