



Job Title: Communications Manager  
Location: Miami, Florida

Position Status: Full-time  
Position Reports to: Executive Director

Salary: \$45,000 - \$48,000

## ABOUT ENGAGE:

Engage Miami takes down barriers and builds bridges to equitable civic leadership through voter registration, civic education, and organizing campaigns on the issues that matter to young people in Miami. We're building political power for young people in South Florida so we can make sure the future is better for everyone.

## JOB DESCRIPTION

Engage Miami seeks a Communications Manager to manage our public-facing outreach and voter education efforts, including social media, newsletters, mailers, voter guides, websites, etc. Strong candidates will bring creativity to their work and will be focused on carrying out our communications with a voice grounding Engage as a locally-focused, young-people centered organization leading civic engagement efforts in Miami. An ideal candidate is an organized, strategic, and proactive creative with excellent writing, graphic design, and research skills. The Communications Manager will support the vision and effectiveness of Engage Miami's voter engagement, issue organizing, and civic education programming, and will be responsible for the following duties/tasks:

### Design and Material Production 50%

The Communications Manager will be responsible for strategically crafting our communications materials, including designing, developing messaging, and producing the materials Engage Miami needs to successfully execute our programmatic goals with awareness of political and cultural context.

- Develop templates for materials including voter infocards, voter guides, digital graphics, flyers, and campaign materials
- Design our public give-aways and member and staff swag, including t-shirts, stickers, magnets, etc.
- Research and fact check all materials with Engage branding for accuracy, ensuring our communications are free from grammar and spelling errors.
- Provide quick turnarounds for urgent materials, including flyers and graphics
- Produce regular newsletters featuring updates, stories from the field, and action items
- Coordinate with agencies, and external teams for design, translation, research, and other contracted communications needs.

### Social Media 25%

Collaboratively execute social media plan for 2020 by highlighting and supporting Engage's programmatic work, important context, and continuing the development of our voice and narrative.

- Manage social media platforms including Instagram, Facebook and Twitter
- Craft messaging in coordination with multiple team members and in alignment with Engage's communications framework
- Increase social media engagement and grow our base of digital support
- Coordinate with influencers to maximize reach and engagement



- Assist with production of social media content for specific campaigns, including voter engagement, development, and advocacy campaigns.
- Execute paid digital advertising campaigns for our digital program in 2020.
- Handle digital outreach and engagement around our issues and advocacy work
- Coordinate and produce social media events, including taking events live, instagram takeovers, zoom webinars, etc.

Other Duties: 25%

- Coordinate communications from multiple departments, including general organizational, organizing and advocacy, voter engagement, and civic learning and leadership
- Assist with media inquiries and opportunities
- Assist with video and photography production, work with team to produce content
- Assist with donor relations/development - thank you cards, etc.
- Organize and maintain our communications assets, including photos, press clips, etc.
- Manage communications lists, software, systems, and develop more robust contact lists

Other duties as assigned.

QUALIFICATIONS

- Excellent writing, and research skills: with attention to audience, accuracy, messaging, and tone.
- Intermediate to advanced design skill set with strong eye for detail and compelling aesthetics, able to use basic design software and tools.
- Two-years previous experience: with most of Communications duties listed above, especially with copywriting, graphic design, social media, and content production.
- Commitment to mission: belief in Engage's work and advancing social justice as well as enthusiasm for working in a young-people centered environment.
- Well-organized, with the ability to manage multiple tasks and projects at the same time. Strong prioritization skills and an adaptable work style.
- Openness to constructive feedback, a hunger for continuous learning and growth, and willingness to adapt to ensure the strongest outcome possible.
- Proactive problem-solving, able to think ahead, troubleshoot potential problems, seek solutions, and help the team meet their goals, with thoughtful communication about issues as they arise.
- Team orientation with desire to help programs to maximize their potential through strategic communications support.

Nice to Haves

- Previous experience working with electoral, progressive, or youth-centered organizations.
- Formal education in communications-related field.
- Love for Miami-Dade (and Broward!), civic engagement, politics, and culture, including visual culture.
- Significant skills of Photoshop, Indesign, Illustrator, Procreate, and other design tools etc. basic knowledge of audio, video production

Women, 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.

*To apply, provide a resume and a cover letter explaining why you would be a strong Communications Manager and why you're excited and able to contribute to Engage's mission through communications. Please email both attached as a PDF to [info@engage.miami](mailto:info@engage.miami) with the subject line 'Communications Manager Application'.*

Priority deadline is May 31, 2020.