

Job Title: Communications Associate
Position Status: Full-time
Compensation: \$40,000 - \$47,000 and benefits
Location: Miami, Florida (currently remote)
Position Reports to: Executive Director, Program Directors

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. Our mission is to build a more just, democratic, and sustainable Miami by developing a local culture of civic participation for young people that is bold, creative, and impactful. We build political power for young people in South Florida to make sure the future is better for everyone.

JOB DESCRIPTION

Engage Miami seeks a Communications Associate to bring to life our public-facing communications, including social media, email, mailers, websites, etc. Strong candidates will bring energy and creativity to their work and develop a voice and aesthetic grounding Engage as a locally-focused, young-people centered organization leading civic engagement in Miami. An ideal candidate is an organized and proactive creative with very strong writing and graphic design skills as well as a team-centered mindset, a desire to grow, and openness to feedback and collaboration. The Communications Associate will support the implementation and effectiveness of Engage Miami's voter engagement, issue organizing, civic education, and development campaigns.

Core responsibilities will include:

Social Media 50%

Collaboratively execute social media plans 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
- Create designs, templates, messages, and other creative content to support our program goals
- Increase social media engagement and grow our base of digital support and coordinate with influencers to maximize reach and engagement
- Execute paid digital advertising campaigns
- Coordinate and produce social media events, including taking events live, instagram takeovers, zoom webinars, etc.

Design and Material Production 30%

The Communications Associate will be responsible for developing our communications materials, including designing, drafting and editing copy, 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
- 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
- Support coordination with agencies, and external teams for design, translation, research, and other contracted communications needs
- Keep our website up to date and put forward an inviting, powerful and accurate representation of our organization, working closely with team members and outside support

Other Duties: 20%

- Assist with video and photography production, work with team to produce content
- Assist with donor relations and development including thank you cards, reports, email communication, etc.
- Organize and maintain our communications assets, including photos, press clips, etc.
- Support in developing Engage Miami's style guide and branding by program
- Manage communications lists, software, systems, and develop more robust contact lists

Other duties as assigned.

QUALIFICATIONS

- Very strong writing skills with attention to audience, accuracy, messaging, and tone and ability to rapidly incorporate feedback and guidance.
- Intermediate to advanced design skill set with strong eye for detail and compelling aesthetics, able to use basic design software and tools.
- One-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.
- Knowledgeable and enthusiastic about Miami-Dade (and Broward!) civic engagement context, politics, and culture, including visual culture.
- Significant skills of Photoshop, Indesign, Illustrator, Procreate, and other design tools etc. with basic knowledge of audio and video production.



Individuals who are Black, indigenous, or 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 Associate and why you're excited and able to contribute to Engage's mission through communications. We encourage applicants to submit 2-4 work samples that show the competencies needed for this position, including relevant writing, media, and design samples. Please email all application materials attached as a PDF to hire@engage.miami with the subject line 'Communications Associate Application'.

Priority deadline for review and invitation to interview is April 12, 2021. Applications will continue to be accepted until April 22, 2021 or until position is filled.