

JOB ANNOUNCEMENT CAMPAIGN AND DIGITAL COMMUNICATIONS COORDINATOR

The Maine Center for Economic Policy (MECEP) seeks a Campaign and Digital Communications Coordinator to help expand the organization's reach and impact. The ideal candidate will have a commitment to advancing economic justice, experience working in campaign communications, an ability to deliver flawless and timely content working in conjunction with others, and strategic acumen informed by experience and continuous learning.

This is a proactive position that coordinates issue campaign strategies and communications to a variety of audiences, including the public, lawmakers, and allies as well as donors and foundations. The individual will develop and implement digital and social media communication and marketing efforts, work with MECEP analyst to write and refine advocacy and educational communications, support MECEP's fundraising efforts, and build and maintain strategic relationships with state and national partners to build more broad based and durable support for evidenced based, progressive policy solutions.

The Campaign and Digital Communications Coordinator will achieve a more robust outreach and new media footprint and work with partners and allies to develop and execute strategic campaigns. This position will also serve as the primary contact for the media.

ABOUT MECEP

MECEP is an independent, nonprofit organization that conducts in-depth research and analysis of budget, tax, and economic issues. MECEP's mission is to provide citizens, policymakers, advocates, and media with credible and rigorous economic analysis that advances economic justice and prosperity for all Maine people. We seek to build a more inclusive economy where every Mainer has a chance at a decent job to raise a family and can see a family doctor, live in thriving communities, and attend great public schools and universities.

MECEP is the "go to" organization for economic analysis in Maine and is committed to working with others to build durable, broad-based support for policy change that reduces inequality and improves peoples' lives. Additional information about MECEP is available at www.mecep.org.

RESPONSIBILITIES

Campaign Coordination:

- Develop and coordinate education and outreach efforts to influence policy leaders, advocates, and voters on issues related to state and national progressive policy campaigns
- Identify and engage new partners to enlist their support in an advocacy role for policy campaigns
- Draft advocacy and educational communications for policy campaigns
- Serve as a member of MECEP development team to communicate with and engage donors and funders on issue campaigns
- Work with strategic partners to provide them MECEP's research and analysis to support their organizing strategies and to mobilize stakeholders around policy campaigns

Outreach and Communications:

- Collaborate with other staff to develop and implement a yearly communications and marketing strategic plan
- Prepare media materials, including press releases, media advisories, talking points, etc., and manage and track the flow of news about MECEP in the media
- Support email marketing with specific skills related to design and layout, along with content development as needed
- Conduct targeted outreach to organizations (local, state, and national affiliates) to build the reach and support for progressive policies
- Develop and maintain trusted relationships with progressive leaders

Digital and Social Media Marketing:

- Work with MECEP staff to manage and reinforce the organization's reputation and brand online
- Enhance and maintain content for MECEP's website, www.mecep.org
- Write MECEP's online content, including copy for webpages, social media messages, and email campaigns
- Manage MECEP's Facebook and Twitter news feeds; creating social media profiles, managing regular posts and responding to followers
- Design, create, and manage promotions and social ad campaigns. This includes identification of target audiences and implementing dissemination strategies to reach those audiences
- Monitor impact of social media; analyze, review, and report on effectiveness of campaigns in an effort to maximize results

The Campaign and Digital Communications Coordinator will report to the Executive Director. The position is based in Augusta, Maine.

QUALIFICATIONS

The ideal candidate for the Campaign and Digital Communications Coordinator position possesses:

- A commitment to social and economic justice in Maine
- At least a bachelor's degree in marketing, communications, or related field and/or years of experience commensurate with knowledge and skills desired
- Campaign marketing experience
- Experience creating persuasive communications on complex issues that include writing and editing for social media
- Ability to create persuasive visual communications for use in online content, visual presentations, written reports, etc.

- A demonstrated ability to meet deadlines, manage competing priorities, and work independently and as part of a team
- Excellent written and verbal communications skills
- Strong multitasking and organizational skills
- Ability to quickly process new information about unfamiliar and/or nuanced policy issues
- Knowledge of communications and how to use campaign tactics to create a unique message environment or narrative
- Demonstrated experience in coalition-building and managing stakeholder relationships
- Comfort working with, and representing the organization to, key partners, funders and stakeholders
- Knowledge and experience in the tenets of traditional and social media marketing.
- Experience with social media platforms including (but not limited to) Facebook and Twitter
- Experience with utilizing and leveraging social media management and analytic tools
- Ability to write effective copy in a lot of different styles, for websites, twitter, Facebook, etc.; knowledge of writing for Search Engine Optimization (SEO) is also needed.
- Proficiency with Microsoft Office suite

COMPENSATION

This is a full-time position. A comprehensive benefit package is offered with employment including health and dental insurance, retirement, and generous vacation, sick leave, and holiday schedules. The salary is commensurate with experience.

APPLICATION

Position is open until filled; candidates are encouraged to apply as soon as possible. To apply, please send cover letter, resume, salary requirements, three samples of your work (writing, multimedia, design) and three references to:

Associate Director

Maine Center for Economic Policy

PO Box 437

Augusta ME 04332

Or by e-mail at jharris@mecep.org

The Maine Center for Economic Policy is an equal opportunity employer and does not discriminate on the basis of race, creed, color, sex, national origin, marital status, sexual orientation, religious or political affiliation, disability, and any other classification considered discriminatory under applicable law. Equality and diversity are at the core of our values.