



**Center for the
Study of
Social Policy**
Ideas into Action

Position Announcement Communications Coordinator

Organization Overview

The Center for the Study of Social Policy (CSSP) is a national, nonprofit public policy, research and technical assistance organization headquartered in Washington, DC, with offices in New York City and Los Angeles. CSSP works to achieve a racially, socially, and economically just society in which all children, youth, and families thrive.

CSSP strives to accomplish its mission by developing and **advancing effective public policy**; helping to **transform public systems** to be more preventive, results-oriented, accountable, and caring; and supporting local leaders to **create the community opportunities, supports, services and environments in which all children and families can thrive**. CSSP works in partnership with other national organizations, foundations, and governmental and community leaders to test new ideas and approaches, provide technical assistance, generate new evidence, and support networks of innovators. All of our work reflects a long-standing organizational commitment to equity and social justice.

Job Description

CSSP seeks a creative, proactive, and motivated Communications Coordinator. The Communications Coordinator will report directly to the Director of Communications and will work closely with program staff in Washington, DC and our regional offices to help develop and implement cutting-edge communications strategies across a variety of media platforms to expand and engage all of CSSP's audiences. The ideal candidate will have a passion for storytelling, a strong instinct to think outside the box and experiment with new ideas, deep working knowledge of current digital marketing best practices, and a commitment to supporting those most often marginalized by public policies and institutional practices.

Specific Duties & Responsibilities

The Communications Coordinator will assist with or be responsible for:

- Growing and developing a variety of content for CSSP's social media channels, marketing programs, and resources and raising awareness of CSSP's mission and programs by creating and sharing interesting, relevant, and engaging content. Identify new and innovative ways to enhance and expand CSSP's social media presence and outreach to various stakeholders.
- Managing the CSSP website, which includes creating a variety of content, ensuring that the site is fresh and timely, accurate, representative of CSSP's many bodies of work, and engaging to a variety of audiences.

- Coordinating and creating regular, topical, and timely content for the CSSP blog and Medium channel; working with CSSP staff to author blog and Medium posts.
- Coordinating the development and dissemination of CSSP's monthly newsletters and other online outreach strategies.
- Designing and editing large- and small-scale CSSP products and publications.
- Researching new possibilities for outreach and collaboration with partner organizations.
- Identifying strategies to engage with national media outlets, reporters, and social media influencers.
- Producing videos for social media, events, and other marketing opportunities.
- Developing and compiling monthly reports and web analytics to inform content creation; setting benchmarks and goals to track progress and growth.
- Ensuring cross-departmental collaboration on communications efforts.
- Maintaining and upholding CSSP's branding and messaging guidelines in all digital and printed materials.
- Providing communications support to other departments, as needed.
- Other duties as assigned by the Director of Communications or CSSP leadership.

Required Qualifications, Skills, and Experience

The successful candidate will have:

- Commitment to equity and reducing disparities based on race, ethnicity, immigration status, sovereignty, gender, sexual orientation/gender identity, and socioeconomic.
- A Bachelor's degree in Communications, Marketing, or relevant field.
- 2-5 years of experience working in a similar or related position, non-profit experience preferred.
- Fluency in:
 - Microsoft Office Suite, Adobe Creative Suite (InDesign, Photoshop, Illustrator, Flash, Acrobat), basic HTML;
 - Facebook, Twitter, Instagram, Pinterest, LinkedIn, and YouTube;
 - Hootsuite (other social media management/monitoring tools a plus);
 - Basic HTML and website publishing, especially via Wordpress (other CMS skills a plus);
 - Constant Contact (other database skills a plus);
 - Photography and video creation and editing skills are a plus.
- Experience creating compelling, engaging, and ROI-driven digital content.
- Experience building social media channels and executing social media strategy for maximum engagement, particularly for mission-driven non-profits or through cause-based marketing.
- Knowledge of some or all of the substantive areas that contribute to successful outcomes for children and families, e.g., housing, neighborhood development, education, health and social services, resident engagement and promotion of constituents' voice, economic development, collaborative decision-making, community capacity building, and other fields.
- Ability to work effectively and accurately under pressure and to manage and prioritize multiple projects and meet deadlines.
- Outstanding written and oral communications skills.
- Ability to work independently; a self-starter with a high level of motivation, creativity, and proactivity.

Compensation and Benefits

Starting salary is commensurate with experience. Excellent benefits provided including short-term and long-term disability, life insurance, health insurance, retirement benefits, generous vacation, and sick and holiday leave. CSSP is an equal opportunity employer that values and is enriched by diversity. We center equity in all our work and in our hiring practices, and so strongly encourage people of color, LGBTQ/gender non-conforming, and differently-abled people to apply. If this job description resonates with your background and interests and excites you, we strongly urge you to apply.

How to Apply

Qualified applicants should send cover letter with salary requirements, resume, and writing sample to jobs@cssp.org (subject: Communications Coordinator). In your cover letter, please be sure to indicate where you found this position announcement.

Applicants accepted until March 27, 2019 or until position is filled.