



## **JOB ANNOUNCEMENT**

### **Communications Manager**

November 17, 2021

The New Hampshire Fiscal Policy Institute is hiring a Communications Manager to enhance the organization's efforts to communicate its research to broader audiences, to design and implement strategies to expand communications efforts, and to increase engagement with partners and organizations who use NHFPI's work.

## **OVERVIEW**

Founded in 2009, the New Hampshire Fiscal Policy Institute (NHFPI) is an independent, non-profit, non-partisan organization dedicated to exploring, developing, and promoting public policies that foster economic opportunity and prosperity for all New Hampshire residents, with an emphasis on low- and moderate-income families and individuals. NHFPI is highly regarded as a valuable source of independent research and information on state policy and economic issues. NHFPI is an established and growing organization dedicated to improving public policy that supports the health, wellbeing, and economic security of low- and moderate-income residents, including families, children, and historically disadvantaged and underserved populations.

The Communications Manager will be an integral part of NHFPI's dynamic and high-performing team, and will lead efforts to ensure NHFPI's work reaches a wide range of audiences. The Communications Manager will work collaboratively with NHFPI's entire team to ensure high standards of quality for all materials as well as a consistent voice and brand across all communications. This position will work closely with the Executive Director to develop and implement strategic communications plans and to strengthen and expand organizational partnerships. The ideal candidate has the ability to understand and distill complex information in a clear and compelling way, and a strong passion for the important role public policy can play in creating a more just and equitable Granite State.

NHFPI's office is located in the heart of downtown Concord, across the street from the State House and near many of the state's natural and cultural amenities. NHFPI offers a hybrid work model featuring a mix of in-office and remote work, and the ability to tailor your schedule.

## RESPONSIBILITIES

The Communications Manager's primary responsibilities include:

**Write compelling content and provide editing support** – write compelling and engaging content for print and digital communication, including blog posts, articles, columns, newsletters, event and publication promotion, and other written material; provide editing and proofreading support for all NHFPI publications, including reports, issue briefs, fact sheets, and blogs, as well as presentations and infographics; ensure complex material is distilled and conveyed in clear, accurate, and digestible forms; draft donor and stakeholder letters, and other organizational communication materials.

**Manage publication projects** – provide essential coordination among team members to keep projects on scheduled timelines and ensure all related components are in place; manage coordination of multiple projects on varied and overlapping publication schedules; coordinate completion of any post-publication tasks.

**Develop and execute project communication plans** – coordinate targeted content distribution to key audiences via digital and mail communication; manage coordinated communication across digital platforms, including email, social media, and website; perform communications research and monitor the progress of communications strategies.

**Manage media relations** – disseminate NHFPI publications and resources to media; maintain and regularly update media contact lists; build and maintain strong working relationships with reporters, editors, and producers; maintain working knowledge of NHFPI resources and publications to respond to inquiries; coordinate media interviews and press briefings; proactively seek opportunities to contribute to and shape conversations; monitor NHFPI news coverage and coverage of topics of interest to the organization's work.

**Manage website** – serve as the primary point person for NHFPI's website; post and coordinate content in collaboration with team members; perform maintenance updates; monitor website analytics and seek opportunities to improve the reach of NHFPI content.

**Develop and implement plan to increase readership and audience engagement** – assist with expanding and segmenting mail and email contact lists; monitor analytics for website, email, and social media channels and analyze reports for insights; implement strategies to increase engagement and expand audiences.

Additional responsibilities include:

- Ensure consistency of NHFPI brand standards across all materials and communications
- Assist with efforts to evaluate and demonstrate impact of NHFPI's work through surveys and outreach
- Manage online and in-person events and convenings, and assist with securing event sponsorships
- Coach and assist team members on improving communication and presentation skills
- Collaborate with colleagues to develop engaging graphics and visuals
- Assist with design of publications, newsletters, and other communication materials as needed
- Support efforts to expand use of video, podcast, and interactive data visualization tools

## QUALIFICATIONS

The ideal candidate will possess:

- Exceptional written and oral communications skills
- Bachelor's or master's degree in communications, journalism, public policy, or a related field
- At least two years of professional experience in communications, journalism, or a related role
- Careful attention to detail and commitment to excellence
- Experience managing multi-faceted projects from concept to completion
- Strong computer skills and a high degree of comfort with technology
- Experience managing WordPress websites
- The ability to be self-motivated, organized, and adaptable; to work both independently and as part of a team; to prioritize and manage multiple tasks; and to complete tasks under time constraints
- Excellent interpersonal communication skills and ability to communicate across differences
- A strong commitment to social and economic justice and to NHFPI's mission

## COMPENSATION

The Communications Manager is a part-time/exempt 60% FTE position and reports to the Executive Director.

NHFPI offers a competitive compensation package, including retirement benefits, paid holidays, and paid vacation, as well as the ability to accommodate a flexible work schedule.

The salary range for this position is \$35,000 - \$40,000 based on experience and qualifications.

## APPLICATION

Applicants should submit a resume, cover letter, and two writing samples to [employment@nhfpi.org](mailto:employment@nhfpi.org), with the subject line "Communications Manager." No phone calls, please.

Applications will be reviewed as they are received. Candidates are strongly encouraged to apply by Friday, December 10. Initial interviews will commence the week of December 13. The position will remain open until filled.

The New Hampshire Fiscal Policy Institute is an Equal Opportunity Employer and does not discriminate on the basis of race, sex, age, disability, sexual orientation, religion, national origin, or any other basis. NHFPI is fully committed to diversity, equity, and inclusion, and encourages candidates with diverse backgrounds and experiences to apply for this position.