



Communications Director

September 2024

SUMMARY

The New Hampshire Fiscal Policy Institute (NHFPI) seeks a full-time Communications Director to develop and implement a comprehensive communication strategy that deepens our organizational impact to achieve ambitious strategic priorities and goals. The Communications Director will provide strategic leadership to effectively disseminate NHFPI's independent research and analysis to inform public policy.

The Communications Director will work to increase our media mentions, engagement, email reach, and website traffic to achieve NHFPI's mission and successfully realize our strategic goals. The Director will oversee the communications team, which includes a Communications Manager and a Communications and Operations Associate. NHFPI seeks someone who is proactive, has strong attention to detail, is dedicated to continuous improvement, and will be creative in finding innovative ways to explain complex topics in a manner understandable to a wide variety of audiences.

The Communications Director position is full-time and reports to the Executive Director.

ABOUT NHFPI

NHFPI is a nonpartisan, independent research nonprofit organization that examines issues related to the State Budget, the economy, policy decisions, and the financial security of Granite Staters, centering on issues relevant to people and families with low and moderate incomes. NHFPI promotes opportunity and economic well-being for all New Hampshire residents by producing and disseminating independent research and analysis to inform public policy. NHFPI is highly regarded in the state as the leading nonpartisan source of independent research and information on state policy and economic issues.

It is an exciting time to work at NHFPI, which has seen the addition of new teammates joining longstanding staff as the organization grows to provide more unbiased research to policymakers, community leaders, journalists, and the public. NHFPI is dedicated to informing and improving public policy to support the economic security of residents with low and moderate incomes, including families, children, and historically disadvantaged and underserved populations.

RESPONSIBILITIES

The Communications Director's primary responsibilities are:

- Provide a strategic vision and overall leadership for the organization's communications efforts to advance the mission and priorities.
- Develop and execute a comprehensive communications plan with specific goals and metrics prioritizing expended impact by disseminating research products through a proactive, multichannel marketing approach.
- Serve as a primary media contact by promoting NHFPI's key research products and related messaging through proactive media relations activities, including building relationships

with journalists, pitching stories, organizing media events, and coordinating interview requests.

- Contribute to the editorial design, production, and distribution of research products by collaborating with the NHFPI team to edit for clarity, tone, and compliance with our rigorous quality standards while prioritizing the accessibility of complex topics for various audiences (policymakers, media, community partners, and other members of the public).
- Lead new initiatives to incorporate video and audio modalities into NHFPI's communications strategy in partnership with the Research Team and manage a paid media budget to further our communications efforts.
- Manage two communications staff members to ensure the department works toward achieving NHFPI's mission and strategic priorities, while enhancing their professional growth.
- Assist communications staff in drafting and editing news releases and advisories, op-eds, email newsletters and updates, and other external communications.
- Collaborate with the Development Director on all development-related communications
- With the Executive Director, support NHFPI partners to foster strong engagement and collaboration.

QUALIFICATIONS

The ideal candidate for the Communications Director position will possess:

- A passion for improving the economic well-being of Granite Staters with low and moderate incomes.
- At least three years of relevant experience in media relations, communications, or public affairs with a proven track record of increasing audience engagement (media mentions, website traffic, email subscribers, social media, etc.).
- Excellent interpersonal, oral, and written communication and presentation skills with the ability to simplify complex topics and activities into short, compelling presentations or written pieces.
- Strong project management capacity and ability to manage several significant projects simultaneously.
- Proficiency with office technology (e.g., Office 365 Suite) and Mailchimp as well as the ability to become proficient with project management tools like Asana and other software as may be required.
- Excellent organizational and administrative skills and the ability to meet deadlines with rigorous attention to detail and accuracy.
- An ability to work in a collaborative, team-orientated environment, and manage a work schedule that will occasionally include evening and weekend meetings.

COMPENSATION & BENEFITS

The salary range for the full-time Communications Director position is \$65,000 to \$75,000 annually, based on experience and qualifications. NHFPI aims to offer a competitive benefits package, including:

- Health, dental, and vision coverage that prioritizes affordability by NHFPI paying 85% of the monthly premium for individuals and dependent plans
- 403b retirement plan with a 5% employer contribution match, beginning after 90 days

- 30 days of employee paid leave (15 vacation days, 5 sick days, 5 personal days, and 5 volunteer days) and recognition of 12 federal holidays
- Access to FSAs for health and dependents costs through employee pre-tax contributions

WORK LOCATION

NHFPI offers a hybrid work model featuring a mix of in-office and remote work from anywhere in New Hampshire. This position is expected to work from NHFPI's Concord office at least two days a week, with the possibility of increased flexibility. Given the nature of the role, evening and weekend hours will occasionally be required.

HOW TO APPLY

Applicants should submit a resume and cover letter, all provided in PDF format, via email to employment@nhfpi.org, with the subject line "Communications Director." All applications will be accepted in confidence. The cover letter should describe your interest in the position and how your experience and vision meet the qualifications and responsibilities outlined above.

Applications will be reviewed as received and must include all required documents for full consideration for this position. Candidates are strongly encouraged to apply by Friday, October 18, 2024. The position will remain open until filled. Finalists may be asked for a relevant writing sample.

COMMITMENT TO DIVERSITY, INCLUSION, AND BELONGING

NHFPI is an Equal Opportunity Employer. We value a diverse team and an inclusive culture. We encourage applications from all qualified individuals without regard to race, color, religion, sex, gender identity or expression, sexual orientation, age, national origin, marital status, citizenship, disability, or veteran status. We provide a collegial work environment with flexibility (subject to job requirements) and employee benefits designed to assist with personal needs and circumstances.