



Position Announcement
Kentucky Center for Economic Policy Seeks
Communications and Development Associate
July 2020

Overview

The Kentucky Center for Economic Policy (KCEP) seeks to hire a Communications and Development Associate. The position will, in collaboration with the deputy director, develop and carry out key elements of the KCEP's communications strategy; and, in collaboration with the executive director, carry out fundraising efforts in the advancement of KCEP's public policy goals. The position requires excellent writing and editing skills for both general and funder audiences, the ability to be in compliance with and administer fundraising systems, and proficiency with social media, web management and graphic design. Successful applicants will demonstrate a commitment to economic and racial justice.

Background

KCEP seeks to build a thriving and equitable commonwealth and improve the quality of life for all Kentuckians through research, education and advocacy on important policy issues facing the state. KCEP is a non-profit, non-partisan organization and a respected provider of solid information on the impact of policies on Kentucky communities. It strives for strategic, timely and analytically rigorous research as well as compelling, clear and accessible communications. KCEP seeks to influence public understanding and debate about state fiscal and economic issues and contribute to real, lasting improvements in policy. Founded in 2011, KCEP is affiliated with the Mountain Association for Community Economic Development (MACED).

Position Description

The duties and responsibilities of the Communications and Development Associate include the following.

Support effective communication of KCEP research and create compelling communications content

- Stay current on effective messaging frameworks across KCEP issue areas.
- Edit reports, analyses, op-eds, testimony, issue campaign documents, etc., for substance, clarity and style.
- Work with deputy director and appropriate staff to develop and implement a communications strategy for each analysis, brief and report.
- Draft press releases, press advisories, statements, op-eds, talking points, letters to the editor, scripts for advocacy efforts and other communications assets.

- Create social media content communicating KCEP research, positions and media mentions including Twitter & Facebook posts, graphics and quotes.
- Produce (working with contractors when appropriate) communications vehicles including layouts for reports, infographics, interactives, microsites, videos and other multi-media products.

Advance reach of KCEP's work through earned and social media and other outlets

- Track media mentions, record them in the performance spreadsheet and on the website.
- Track and ensure the database of reporter and media outlet contacts is kept current.
- Identify and implement strategies to expand social media audience.
- Manage KCEP website, loading content and ensuring it is accessible, visually appealing and well-organized; and work to increase site traffic.
- Produce e-news and work with outreach director and other staff to build e-news list.
- Work with the deputy and outreach directors to coordinate issue campaign digital strategies; and to organize press events including press conferences and calls.
- Monitor the effectiveness of KCEP communications and report back to the team on media mentions and website and social media analytics among other indicators.

Create content to support fundraising and carry out grants administration

- Collect materials needed for grant proposals and reports including organizational documents, KCEP performance metrics, success stories and staff input.
- Track prospects, pending applications and important deadlines through maintenance of a fundraising calendar.
- Working with the executive director, draft and edit grant proposals, grant reports and funding appeals.
- Compile and submit funding proposals and reports including through online grant systems, ensuring timely and accurate applications and reporting.
- Support compliance with grant agreements.
- With appropriate staff, support funder development and communication strategies including events, newsletters, and conference calls.
- Support individual donor campaigns including website, social media and mail appeals.

Carry out general KCEP communications and team support

- Work with executive director, deputy director and contractors where appropriate to design, develop and place products that advance the overall mission including impact reports, strategic plans and brochures.
- Document KCEP's work to assist in promotion and evaluation efforts for instance by photographing and livestreaming events.
- Carry out administrative tasks as needed, including related to KCEP mailings, events and other activities.
- Other duties as assigned.
- Practices safety in all aspects of the job.

Minimum Requirements

- Strongly articulated interest in and commitment to social, economic and racial justice.
- Bachelor's degree, all fields considered but a background in a related field such as communications, marketing or public relations is a plus.
- Two years of experience in media or public relations, communications, journalism, fundraising/development, advocacy or a related field.
- Excellent writing and editing skills that demonstrate ability to simplify complex information for different audiences.
- Strong attention to detail and ability to organize administrative processes to ensure accuracy and timeliness.
- Self-motivated, creative thinker with the ability to work both independently and constructively in teams.
- Knowledge of graphic design software.
- Knowledge of public policy.
- Ability to carry out responsibilities and perform assigned duties in a time-efficient manner.
- Close vision with or without corrective lenses necessary for computer work.
- Manual dexterity needed to operate computer.
- Valid driver's license and ability to drive.
- Either insurability on MACED's group vehicle policy or access to a reliable vehicle for regular trips.

Preferred Qualifications and Characteristics

- Knowledge of and experience working in Kentucky policy and politics.
- Experience working in nonprofit organizations and with grassroots advocacy efforts.

Additional Information

The position offers a competitive salary based on experience, with a generous benefits package. The position is located in Berea or Louisville (work-at-home procedures are in place during the COVID-19 emergency).

MACED/KCEP is an equal opportunity employer. We are committed to building a team that is diverse in background, experience, race, color, national origin, gender identity, age, religion, marital status, sexual orientation, gender expression, abilities, veteran status and other qualities. We encourage people of all backgrounds and experiences to apply. Please do not let childcare challenges related to the pandemic deter you from applying.

Please e-mail your resume, contact information for three professional references and a cover letter specifically explaining why you are a good fit for this position to [hiring@kypolicy.org](mailto: hiring@kypolicy.org). Applications submitted before 5 p.m. ET on August 5, 2020 will receive priority review, but application review will continue until the position is filled. The interview process will be conducted according to public health guidelines during the COVID-19 emergency, including the likelihood of remote interviews. For more information about KCEP visit www.kypolicy.org.