

NEW JERSEY POLICY PERSPECTIVE

About NJPP

New Jersey Policy Perspective (NJPP) is a nonpartisan think tank that drives policy change to advance economic, social, and racial justice through evidence-based, independent research, analysis, and strategic communications. NJPP is a leading policy voice in Trenton and was instrumental in the campaigns to raise the minimum wage, enact earned sick days, pass the millionaires' tax, and much more.

About the Role

Reporting to the Communications Director and working in a fast-paced environment, the Digital Communications Manager will be responsible for the development and daily execution of NJPP's digital and video strategy—including creating social media posts, compelling graphics, engaging videos, policy-related blog posts, informative newsletters, and well-written video scripts. This individual will also help manage the NJPP website. Additionally, they will be expected to closely coordinate with the policy team, the Development Director, the President, and outside groups on events, press conferences, and other speaking engagements.

This is a very special role as NJPP looks to grow its digital and video presence. This is an ideal fit for a creative and digital media-savvy individual who enjoys translating complex policy topics into stories that entertain as much as they inform.

To support our research and campaigns, you will:

- Manage multiple digital campaigns across multiple channels (website, email, Facebook, Twitter, Instagram, YouTube, SMS, etc.) to communicate our research, move public opinion, and tell stories with impact.
- Generate and pitch digital and video campaigns to the Communications Director.
- Conceptualize and produce branded content (photo and video) that communicates complex policy issues and reports in a compelling manner for a general audience.
- Grow NJPP's social media following and engagement organically.
- Participate in weekly and monthly campaign strategy and planning meetings with research staff and directors.
- Implement campaign tactics tied to NJPP grants and campaigns.
- Help manage all aspects of the website (NJPP uses WordPress and Beaver Builder).
- Monitor local and national press for relevant stories to post on social media, include in internal press tracker, and pitch campaigns.
- Develop and maintain media lists.
- Write media advisories, talking points, op-eds, quotes, and press statements for special projects.

To be successful in the role, you will have:

- A demonstrated background in digital media production. Video production and digital animation experience is highly desirable.
- Ability to write and edit persuasive materials including multimedia campaign concepts, video scripts, social media toolkits, and talking points. Must be willing to assist on op-eds, press releases, and messaging documents as needed.
- Strong attention to detail and organization while managing tight deadlines and multiple projects.
- 1-3 years of experience (relevant internships qualify as experience).
- A professional portfolio of work, including but not limited to graphic design, videos, cross platform social media campaigns, and writing samples.
- Experience with the Adobe Creative Suite, namely Premiere, After Effects, Photoshop, Illustrator, InDesign, and/or equivalent tools.
- Knowledge of how to maintain a production calendar.
- Experience with Zoom and/or other streaming platforms.
- A willingness and ability to travel across the state as needed.
- A commitment to advancing economic and racial justice in the Garden State and beyond.

Compensation

This position is full-time and based in Trenton (we are remote for the time-being). The salary range for the Digital Communications Manager is \$55,000 - \$65,000. NJPP also offers a competitive benefits package.

How to Apply

Please send your resume, cover letter, and portfolio of work to info@njpp.org with the subject line “[Last name] - Digital Communications Manager” by February 22, 2021. In lieu of a portfolio, please link to or attachment three examples of your work with a brief description of your role in the project.

NJPP is an equal opportunity employer. We will consider applicants for this position without regard to any category protected by applicable federal, state or local law, including but not limited to race, color, religion, sex, national origin, age, physical or mental disability, veteran status or uniformed service member status.

Women, people of color, LGBTQ people, young people, and members of other historically disenfranchised populations are strongly encouraged to apply.