



Progress Iowa - Messaging Director

Location: Des Moines, Iowa

Organization Overview

Progress Iowa is a multi-issue progressive advocacy organization. Year-round, we promote progressive ideas and causes with creative earned media strategies, targeted email campaigns, and cutting-edge new media. Our organization serves as Iowa's progressive communications hub. We operate as a center for innovative research, data-driven messaging, training, and communication strategies for the progressive community and its elected allies in order to shift the narrative around good governance and reshape what is possible by advocating for progressive policies.

Position Overview

Progress Iowa seeks a dedicated, innovative, and adaptable team player to monitor national and local messaging trends, and create a messaging strategy for the civic engagement and issue advocacy of Iowa's progressive community. Working with our team, the Messaging Director will create narrative-shifting messaging, such as a vision of unity that combats our opposition's divide and conquer strategy, and help ensure that strategy is executed.

Duties Will Include:

- Synthesizing national and Iowa public opinion research to guide messaging for the progressive community, including the drafting of message guides for Progress Iowa and partner organizations.
- Manage and review the press and digital content produced by Progress Iowa to ensure the most effective message is being disseminated.
- Work with national and Iowa partners to identify innovative, adaptable ways of measuring public opinion.
- Work with research, communications, and digital teams to create best practices for message creation and delivery, which will include research and testing.
- Based on findings from our research, polling, reports from the ground, and testing, provide big picture narrative frames and short-term political messaging guidance.
- Travel throughout the state, as needed, and as COVID-19 safety protocols allow.
- Other duties as assigned.

Desired Qualifications:

- Knowledge of the tools of opinion research, with a commitment to improving best practices.
- A team player with a positive attitude!
- Experience creating messaging for issue advocacy campaigns.
- Experience working with broad and diverse coalitions.
- Strong written and verbal communication skills.

- Experience in project management; including planning, budgeting, and working with team members, stakeholders, and consultants.
- Passion for social justice, worker's rights, healthier communities and an economy that prioritizes working families.
- Experience using organizing databases and online tools such as ActionKit, NGP, ActionNetwork, or similar programs.
- Comfortable working in a fast-paced environment with multiple projects, sudden deadlines, and curveballs

Compensation & Location:

The annual salary for this position is \$65,000. Benefits include health insurance and paid time off that includes federal holidays, and flexible paid leave including vacation and sick days, as well as personal and family leave. The position is based in Des Moines, Iowa, with COVID-19 protocols in place including the ability to work remotely.

This position will be on contract through November 30, 2022, with the expectation of becoming a permanent position with the organization.

How to Apply:

Please email a cover letter and resume to jobs@progressiowa.org and include "Messaging Director" in the subject heading.

Progress Iowa is an Equal Opportunity Employer and believes that the diversity of ideas, experiences and cultures that our employees contribute to our organization is our greatest advantage, and we are proud to be an inclusive and equal-opportunity workplace, where all applicants and employees are considered for hire, promotion and job status without regard to race, color, religion, national origin, age, sex, sexual orientation, gender expression, or disability. Candidates of all backgrounds are encouraged to apply.