



## **Progress Iowa - Press Secretary**

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**

This is an exciting opportunity for a communications professional to have a substantive role in developing and executing a messaging strategy for our organization as well as Iowa's progressive community. The Press Secretary will be responsible for working with our team and the progressive community to develop earned media opportunities, including both rapid response to breaking news as well as proactive messaging. Daily responsibilities will include responding to media inquiries, proactively pitching stories and editorials, engaging with reporters and drafting press releases and statements, and working with the digital team on social media messaging.

### **Duties Will Include:**

- Developing and executing cutting-edge communications strategies, including social media, writing press releases, pitching stories, maintaining media databases and cultivating media contacts.
- Serving as primary press contact for the organization, including giving statements on the record.
- Draft standard pieces such as press releases, media advisories, talking points, online content, and other materials, all synthesized from opinion research.
- Proactively seek out engagement opportunities for diverse audiences.
- Managing communications calendar and coordinating with staff, consultants, partners to meet relevant timelines and deadlines.
- Monitoring Iowa media daily for social media, press, and organizing opportunities.
- Distributing daily clips as determined by the communications plan outlined by the team.
- Serving as a communications advisor to Progress Iowa allies, partners and Iowa leaders
- Building and maintaining relationships with allies and leaders.
- Travel throughout the state, as needed, and as COVID-19 safety protocols allow.
- Other duties as assigned.

### **Desired Qualifications:**

- Previous communications experience, or similar experience with fast moving, proactive communication and/or crisis response, including significant on the record experience.
- Track record of developing and executing tactics to successfully pitch stories, including ensuring placement in breaking news.
- Demonstrated ability to encourage message discipline among staff, leaders, and allied organizations.
- Experience managing staff, interns, and volunteers.
- A team player with a positive attitude!
- Excellent verbal and written communications skills with attention to detail
- Demonstrated success with audience diversity and cultural competence
- Ability to work independently and in team settings, handling multiple projects simultaneously with tight deadlines
- Comfort with traditional and new media.
- Multilingual.
- Commitment to expanding coverage of underrepresented communities.
- Strong instincts for identifying and capitalizing on emerging stories.
- 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:**

The annual salary for the Press Secretary 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](mailto:jobs@progressiowa.org) and include "Press Secretary" in the subject line.

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.