



## Progress Iowa - Communications Director

**Job Title:** Communications Director

**Location:** Iowa

**Salary:** \$65,000 Annual Salary

**Benefits package:** Health, Vision & Dental Insurance, Unlimited PTO

**Time Commitment/Classification:** Full Time/Exempt

### **ABOUT PROGRESS IOWA:**

Progress Iowa is a multi-issue advocacy organization and our state's progressive communications hub. 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.

### **ABOUT THE POSITION:**

Progress Iowa is looking for an experienced 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 Communications Director 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.

In addition, the Communications Director will develop and execute a robust communications strategy to hold members of Congress accountable to their constituents for their issue stances in Iowa. The Communications Director will work closely with the Progress Iowa team to shape the communications strategy on progressive economic issues that impact working families. Daily responsibilities will include responding to media inquiries, proactively pitching stories, editorials, columns, engaging with reporters and drafting press releases and statements, and working with our digital team on social media messaging.

The ideal candidate is someone who is well-versed in the policy and political media environment, has experience working directly with press, and is not afraid of taking on new opportunities to move people to action or quickly responding to an ever-changing news cycle.

### **As Communications Director, you will:**

- Develop and manage a comprehensive strategic communications plan, in collaboration with the Progress Iowa team, to maximize earned media coverage of our research-based message across the state.

- 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, daily newsletter, 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.
- Update Progress Iowa websites with timely press materials.
- Work with the team to recruit, train, and pitch strategic messengers and storytellers.
- Brainstorm and deploy creative earned media tactics.
- Track earned media clips and report on a regular basis.

**About you:**

- You have significant relevant work experience building and deploying local, statewide, and/or national communications strategies.
- Have significant relevant work experience on issue advocacy and/or campaigns.
- You have experience with and will be comfortable building relationships with local, state, and national reporters.
- You are able to build a communications strategy that communicates to diverse constituencies within the state.
- You are familiar with how to communicate about progressive issues.
- You have experience pitching press for in-person and virtual events or actions that garner earned media attention for a political or issue-based campaign.
- You are calm under pressure and nimble in a changing campaign environment.
- You are willing and able to travel.
- You are willing to perform other duties as assigned.

**In addition, it would be a bonus if you:**

- Are a big picture thinker, detail-oriented, and analytical.
- Have a strong sense of adventure and interest in tackling new challenges.
- Are familiar with issues important to state residents.
- Lived or worked in the state.
- Have experience communicating with communities of color and the working class.
- Have experience practicing and/or facilitating equity, diversity, and inclusion.
- Have pre-existing relationships with local reporters and experience with local outlets.
- Have experience with lobbying, advocacy, and educational activities.
- Are fluent in both English and Spanish.

**Benefits and compensation:**

Salary range: \$65,000 / year

Benefits: Health, dental, and vision 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 the ability to work remotely. This position will be on contract through November 30, 2024.

*We are an equal opportunity employer that prohibits discrimination, including harassment, of any kind. We are committed to the principle of equal employment opportunity for applicants and employees. Therefore, employment decisions, including hiring, are made based on business factors such as business needs, job requirements, and individual qualifications, and without regard to characteristics protected under applicable federal, state, or local laws, including race, color, religion, age, sex, national origin, disability, genetics, protected veteran status, sexual orientation, and/or gender identity or expression. Discrimination on the basis of any legally-protected characteristic will not be tolerated. All qualified applicants are encouraged to apply.*

**How to apply:**

Please email your resume to [jobs@progressiowa.org](mailto:jobs@progressiowa.org) and include "Communications Director - [Your Name]" in the subject line.