



COMMUNICATIONS MANAGER

POSITION SUMMARY

The Communications Manager will assist the Director of Advancement with the development of marketing and communications campaigns for Empower Missouri, in service of passing anti-poverty policy across the state.

The Communications Manager will work independently and with a team to help grow Empower Missouri's reach throughout the state. The ideal candidate will have a strong interest and experience in writing, social media management, event planning, and/or graphic design.

ESSENTIAL DUTIES & RESPONSIBILITIES

Communications Support for Coalitions + Campaigns + Events

- Lead storybanking initiatives for the organization, including coordinating, interviewing, writing, and publicizing stories gathered from individuals with lived experience with poverty.
- Manage communications for key Empower Missouri events, including the Anti-Poverty Advocates Summit, the Week of Action, and year-round Friday Forums and other virtual events.
 - Create and utilize event promotional plans to maximize attendance, including a promotional package to be shared with various stakeholder groups.
- Serve as photographer/videographer for events and actions at the capitol as needed.

Organizational Communications

- Manage implementation of editorial calendar and social media plan including social media content, email, and website content.
- Create images, graphics, and infographics for use on various campaigns.
- Update Empower Missouri print collateral (brochure, organizational one-pages, case statement, etc.) periodically at the direction of the Director of Advancement

Fundraising Communications

- Partner with the Development Manager on strategy, content creation, and implementation of digital fundraising campaigns, including but not limited to Giving Tuesday (November) and Give STL Day (May).

Communications Operations

- Continually track and report on analytics, including website, social media, email, and earned media tracking. Work with the Director of Advancement to use analytics to identify growth and improvement opportunities.
- Support Operations Manager in maintaining CRM software (currently EveryAction), including managing activist codes, email lists, and online actions.
- Assist with additional communications research, planning, and development as assigned.
- Assist with ordering and maintaining stock of Empower Missouri signage and merchandise.

KNOWLEDGE, SKILLS, AND ABILITIES

- Passion for ending poverty and ensuring all Missourians have access to affordable housing, adequate nutrition, and equal justice under the law.
- A commitment to social justice + [Empower Missouri's mission and values](#)
- Strong writing skills are required.
- Exceptional time management skills and the ability to prioritize tasks and juggle multiple projects simultaneously.
- Experience with graphic design, photography, HTML, Wordpress, EveryAction, and Google Ads are all a plus, but are not required.

DESIRED EDUCATION AND EXPERIENCE

- One to three years of experience in communications, marketing, or a similar field, experience with a nonprofit organization is a plus.
- Empower Missouri is open to a wide range of educational and professional backgrounds. Competency, passion, and experience are more important than formal education, although we certainly welcome those with formal education credentials to apply.

LOCATION

This position can be based anywhere in Missouri, with anticipated travel to Jefferson City frequently during the legislative session (Jan-May), and limited in-state travel for events and other job duties.

SALARY RANGE AND BENEFITS

\$45,000-\$55,000 starting salary with annual opportunities for merit-based and cost-of-living raises; health, life, dental and vision insurance; generous PTO policy, paid holidays, and retirement plan

TO APPLY

Please send a cover letter, resume, one writing sample, and one design sample to jobs@empowermissouri.org.