Communications Associate
Center for Public Policy Priorities

Founded in 1985, the Center for Public Policy Priorities (CPPP) believes in a better Texas, where thriving families are the state’s greatest resource and all Texans have the chance to compete and succeed. Our trusted experts conduct research, advocate for fact-based policy solutions, and educate policymakers and the public about how we can make Texas an even better place to live.

We are an independent, nonprofit organization based in Austin, Texas.

CPPP was founded by the Benedictine Sisters of Boerne, Texas, who had a vision of affordable, quality health care for poor Texans. Since then, the Center has become an independent organization with 18 staff members dedicated to ensuring all Texas families have access to basic needs like health care and food, a quality education, jobs that pay enough to meet a family’s budget, and the opportunity to move into the middle class.

Overview of position:
The Communications Associate will assist in implementing a comprehensive communications strategy for the organization. The Communications Associate will be a vital member of the CPPP communications team and will help with editing, designing, and distributing CPPP research and analysis to actively increase public awareness among target audiences. The position reports to the Communications Director and works closely with CPPP’s development and policy teams.

CPPP seeks an energetic communications professional with experience in communications, journalism, or public relations with a broad range of skills, including traditional media, writing, editing, digital publishing, new media, and other creative communications strategies to advance social change.

Roles and responsibilities:
• Assist in the creation and implementation of a comprehensive communications plan for the organization;
• Work collaboratively with staff to develop communications plans and effective campaigns to advance our policy goals and expand CPPP’s audience;
• Implement processes to manage a complex communications workload that includes rapid response products, medium-term reports, and longer-term campaigns;
• Assist staff in building their communications skills;
• Work closely with the Development Director on event planning, materials, publicity, and promotion related to fundraising;
• Cultivate relationships with print, radio, and television reporters, editors, producers, and bloggers;
• Write press releases and other promotional materials, and proactively pitch stories and shape coverage;
• Arrange and plan media appearances, events, and meetings with editorial boards;
• Monitor local, regional, and national media and identify opportunities for CPPP to shape or respond to coverage on our issues;
• Edit and review CPPP publications, including policy reports and pages, op-eds, and other materials;
• Cultivate the use of storytelling, video, and other creative strategies to further CPPP’s message;
• Work with staff, designers, printers, and other vendors to create and disseminate publications;
• Assist in managing the CPPP website and electronic communications, including email newsletters and updates;
• Engage stakeholders and partners through social media;
• Incorporate messaging and framing guidance from partner groups into CPPP communications, and assist in developing strategic communications for CPPP coalitions;
• Assist with information sharing and internal communications among CPPP staff;
• Other duties as needed.

Minimum qualifications:
• A demonstrated commitment to social and economic justice, and to CPPP’s mission of improving the economic and social conditions of low and moderate-income Texans;
• A demonstrated interest in public policy;
• A bachelor’s or a master’s degree in communications, journalism, public relations, or a related field;
• At least 2 years of professional experience in communications, journalism, public relations, or a related field, preferably for a non-profit organization or in a public policy context;
• Strong writing, editing, and speaking skills, including the ability to explain detailed policy matters to a variety of audiences;
• Familiarity with graphic design programs, especially Adobe Creative Suite;
• Strong familiarity with information technology and social media;
• Strong familiarity with website design and maintenance and with desktop publishing, database, word processing, and spreadsheet software;
• Event planning experience;
• Strong interpersonal skills and an ability to work effectively with others in a team environment;
• Strong organizational skills, attention to detail, ability to prioritize and manage multiple tasks, and ability to complete projects under time constraints;
• A demonstrated ability to be self-motivated and adaptable, and to work both independently and as part of a team;
• Spanish language proficiency a plus.

Compensation: Salary will be commensurate with experience. The Center offers excellent benefits, including health insurance, dental insurance, life and long-term disability insurance, retirement, and generous vacation, leave, and holidays.
Please email (subject line: CPPP Communications Associate) a cover letter, resume, and two references by COB Friday, August 8, 2014 to: jobs@cppp.org.

The cover letter should describe your interest in the position and include a detailed explanation of how your experience meets the minimum qualifications and prepares you for the responsibilities outlined in the job description.

E-mail applications with attachments in Microsoft Word or PDF format only. We do not accept phone inquiries regarding the position; please do not call. The position is open until filled.

The Center for Public Policy Priorities is an Equal Opportunity Employer and encourages all qualified applicants to apply.