



WEST VIRGINIA CENTER ON
BUDGET & POLICY

**WVCBP Communications Specialist
Job Announcement**

The West Virginia Center on Budget and Policy is currently seeking a communications specialist. The communications specialist is responsible for creating and implementing a comprehensive communications strategy that advances public policies that improve the quality of life for all West Virginians. This includes media relations, public campaigns, publication design, social media, and website and database management.

The communications specialist will have direct responsibility and ownership for the following:

Media Relations

- Manage all media-relations activities, including building relationships with reporters, pitching stories, and coordinating interview requests.
- Write press releases, press advisories, statements, op-eds and letters to the editor.
- Help prepare staff for media interview opportunities and provide feedback to develop their skills.
- Organize press events, including press conferences and press conference calls and webinars.
- Coordinate daily tracking of news coverage.
- Work closely with colleagues at the Center on Budget and Policy Priorities and other SPP communications staff.

Digital Media: Website, Blog, Social Media & Email

- Manage WVCBP's website and blog, ensuring content is accessible, timely and well organized and work to increase site traffic.
- Develop and implement a plan for communicating with email subscribers regularly, working to increase the size of the organization's email lists.
- Compile WVCBP's weekly newsletter.
- Manage WVCBP's social-media presence, implementing strategies to grow the organization's following on Facebook and Twitter.

Writing, Editing and Producing Content

- Edit materials produced by policy analysts on complex topics to ensure the materials can be easily read and understood by media, policymakers and advocates.
- Write blog posts, website content and other materials.
- Create visual and multi-media products that communicate WVCBP's work.
- Provide visual content from WVCBP events, such as photography and graphics.

Minimum Requirements

- Strongly articulated interest in and commitment to progressive social and economic change in West Virginia.
- Bachelor's degree preferred but not required and five years of experience in media relations, communications, journalism, public affairs or a related field.
- Excellent writing and editing skills that demonstrate ability to simplify complex information.
- Self-motivated, creative thinker with the ability to work both independently and as part of the team.
- Knowledge of public policy.
- Able to perform assigned duties in a time-efficient manner.
- Experience with Microsoft Office, presentation, and content management tools.
- Familiarity with visual design tools such as Tableau, Piktochart and InDesign.

Interested candidates are encouraged to forward their resumes to info@wvpolicy.org. This position has the flexibility to be part or full time depending on the applicant and the WVCBP's needs. The WVCBP is an equal opportunity employer. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, or national origin.