

IGNITE

IGNITE Communications Strategist

About IGNITE

IGNITE is a movement of young women who are ready and eager to become the next generation of political leaders. We offer civic education, exposure to elected women, hands on training and work opportunities, and a peer network of women who support each other's aspirations. We are a national, non-partisan 501c3. IGNITE programs and events are for all cis and trans women, as well as non-binary people who are comfortable in a space that centers the experiences of young women.

IGNITE Structure

IGNITE has a national office that is responsible for:

- Developing and codifying IGNITE programs, packaging them and making them digitally available.
- Developing a national communications calendar (including social media) and managing all communications.
- Developing national partnerships.
- Working in partnership with staff to prepare individual, foundation and corporate proposals.
- Working in partnership with staff to raise individual contributions from supporters across the US.
- Securing corporate sponsorships to support national-scale work.
- Developing annual budgets and managing all agency resources.

IGNITE staff are located across the country and work cross-functionally.

THE POSITION:

Reporting to the Chief of Development, this position is responsible for designing, planning and executing high-impact communications strategies to position IGNITE; drive engagement with our organization among a diverse set of stakeholders; and create greater visibility for the organization's work and the IGNITE National Network. The Communications Strategist will ensure message and brand alignment across the organization, identify and pursue opportunities to engage stakeholders, and drive strategic communications in support of the broader organization's strategic goals.

RESPONSIBILITIES:

- Serve as a strategic partner to IGNITE leadership to drive positioning, message alignment, and engagement to reach targeted audiences including: donors and Gen Z women
- Ensure external communications reflect consistency in brand, tone, and messaging.
- Draft, proofread, and edit high-quality content for multiple platforms, including digital, print, email, and social media.
- Deliver content such as newsletters, annual reports, social media posts, website copy, press releases, media articles, promotional materials, and campaign messaging.
- Own social media strategy and its implementation with an emphasis on communicating impact and marketing IGNITE programming.
- Contract and manage freelancers and consultants to support communications campaigns and projects as needed.
- Ensure editorial and social media calendars are strategically aligned with organizational priorities.
- Monitor and report progress toward departmental goals on a regular basis.

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- Ensure visual communication and brand standards are met.
- Collaborate with other IGNITE team members on projects, as needed.

QUALIFICATIONS:

- A demonstrated commitment to IGNITE's mission, vision, and values.
- A minimum of 4 years of related experience in a field relevant to communications, public relations, campaigns, digital marketing, and social media; or an equivalent combination of education and experience.
- Prior experience in non-profit communications and/or fundraising preferred.
- Demonstrated ability to write strategic, engaging, and grammatically correct content for newsletters, website content, social media, marketing materials, etc.
- Experience using various social media platforms and knowledge of social media engagement strategies and analytics. Experience managing social media for an organization or business preferred.
- Superior time management and organizational skills and ability to juggle multiple projects and meet deadlines in a high-energy, fast-paced environment.
- Comfort working collaboratively and remotely with team members across three time-zones.
- Graphic design experience is a plus in order to create visually compelling materials.
- Experience in digital marketing campaigns and knowledge of email marketing software.
- Experience with website management tools like Wordpress.
- Familiar with Google Docs, MS Word, Excel and Powerpoint.
- Experience with CMS/CRM platforms, like Hubspot, NationBuilder, EveryAction, or Salesforce.
- An affinity for working with a culturally and politically diverse community and a commitment to building and fostering a diverse, inclusive, and collegial workplace; multicultural competence and ability to work across lines of difference

Compensation: \$82,000/annually

Benefits: IGNITE's benefits package includes medical, dental, and vision insurance; company-sponsored 401K plan; a generous holiday, PTO and sick package; and more.

Classification: Full-time, non-exempt, remote

IGNITE requires all employees to be vaccinated against COVID-19 within 6 weeks of their start date.

HOW TO APPLY:

To be considered for this position, please submit the following information by using this application link:

<https://bit.ly/ignitecomms>.

- Current resume highlighting relevant communications and marketing experience
- Cover letter explaining your interest in IGNITE's mission and how your skills align with this role
- Writing sample demonstrating your communications expertise (social media strategy, campaign content, press materials, or similar work)

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IGNITE is an Equal Opportunity Employer. We will consider applicants for positions without regard to any category protected by applicable federal, state or local law, including but not limited to: race, color, religion, sex, national origin, age, physical or mental disability, genetic information, veteran status or uniformed service member status. Women, people of color, LGBTQ people, young people, and members of other historically disenfranchised populations are strongly encouraged to apply.