Communications Associate
Chicago, IL

Advance Illinois is a not-for-profit policy and advocacy organization that works toward a healthy public education system that prepares students to achieve success in college, career and civic life. We are committed to an aligned education system that strives for equity, stresses college and career readiness and completion, and supports the whole child from the earliest years through adulthood. We believe every child should have access to a high-quality education regardless of geography, income or race.

Advance Illinois’ Communications team works to create a cohesive strategy to raise the visibility of key education issues and the organization as a whole. We maximize e-mail, social media and web assets. We develop timely, compelling materials for multiple audiences, while emphasizing storytelling and inspiring action from public and education stakeholders. We are seeking a passionate individual who is committed to public education, looking to grow in the not-for-profit sector and able to thrive in a fast-paced and high-energy workplace.

The Communications Associate will partner with the Director of Communications to develop and implement marketing/communications strategies for the organization across earned media, paid media, social media, print design, website and e-mail marketing. The ideal candidate will have outstanding writing skills, including the ability to generate content on short deadlines and experience coordinating digital and print functions while adhering to a communications content calendar.

Past experience with media databases, content management systems and Google Analytics—or back-end social media functions, digital campaigns, general graphic design experience—is preferred.

PRIMARY DUTIES AND RESPONSIBILITIES:

- **Digital Campaigns.** Support in the execution of digital awareness and advocacy campaigns to build public awareness or drive action in support of a healthy public education system in Illinois
- **Writing and Editing.** Proofread, edit, and support writing of blogs, weekly newsletter, op-eds, statements, talking points, presentations and more
- **Media Engagement.** Help generate and identify opportunities for building awareness around public education issues supported by Advance Illinois
- **Social Media.** Manage Advance Illinois’ Twitter and Facebook social media accounts according to the organization’s social media strategy and guidelines
- Writes press releases and fact sheets and contributes to white papers, policy briefs and related presentations.
**Event Management.** Support marketing, public relations and media relations efforts related to Advance Illinois’ special events.

**Website Management.** Manage the organization’s website with relevant and dynamic content.

**Analytics.** Gather, organize, and analyze key analytics of website, emails, and social accounts on a weekly or monthly basis to provide informed suggestions to enhance performance and increase engagement.

**Graphic Design.** Provide basic graphic design support in the in-house development of 1-pagers, presentations, social media imagery and more using existing and creating new branded materials.

**Cross-Team Collaboration.** In collaboration with the Director of Communications, meet with teams regularly to understand their current priorities and communications needs as well as identify new opportunities for communications supports and tools.

**QUALIFICATIONS:**

- Commitment to and understanding public education
- Bachelor’s degree with 2-5 years of progressively increasing responsibility in communications, public relations or related experience
- Ability to manage multiple projects and prioritize tasks
- Strong writing and content development skills
- Enthusiasm for emerging technologies as tools for social change
- Understanding of email and social media marketing best practices
- Track record of developing engaging social media copy and content
- Ability to analyze response data and make recommendations to improve results
- Proficiency in Word, Excel and PowerPoint
- Fluency in Spanish (verbal and written) a plus
- Experience with Adobe Photoshop and Illustrator a plus
- Experience with Squarespace and Cison a plus
- Agency experience a plus

Compensation: Competitive salary, commensurate with experience. Excellent benefits.

To apply: Submit a resume and cover letter to communications@advanceillinois.org. All submissions will be acknowledged and you will be contacted if you are selected for an interview. No phone calls please.

*Advance Illinois is an equal opportunity employer with a commitment to engaging the skills and leadership of people of color, low-income persons, LGBTQ+ persons, differently-abled people, and other people from diverse backgrounds. People from these and other historically marginalized backgrounds and communities are strongly encouraged to apply.*