

## **Position Announcement**

### **Communications Associate**

The Volcker Alliance is seeking a full-time Communications Associate. The position will be based in New York City and report to the Director of Communications.

#### **Background**

The Volcker Alliance advances effective management of government to achieve results that matter to citizens. We envision a public sector workforce with the experience, preparation and commitment to ensure government—local, state and federal—delivers with excellence.

#### **Responsibilities**

The Associate will play a key role in supporting the success of a portfolio of Volcker Alliance initiatives and will work closely with internal teams as well as external stakeholders. The Associate will:

- Work with the Director of Communications and senior leadership team to develop and execute a long-term integrated communications strategy that advances organizational priorities;
- Handle the day-to-day implementation of the communications and digital strategy.
- Write press releases, media pitches, and marketing materials;
- Conduct proactive media outreach and maintain media lists;
- Develop talking points and internal messaging to support the organization;
- Manage all online platforms, digital advertising, website, and social media accounts;
- Manage production, scheduling, and delivery of digital campaigns, integrating goals of diverse stakeholders and leading strategic decision-making for audience selection and segmentation;
- Track and interpret the communications strategy performance metrics and properties to measure effectiveness;
- Develop annual budgets for digital programs and closely monitor monthly billing;
- Assist with all aspects of special event preparation and production, including managing event management software, creating marketing materials and staffing events; and
- Work closely with the Director of Communications on generating content for PR and digital use.

#### **Qualifications**

The Volcker Alliance seeks energetic and engaged applicants to be a part of a vital and growing department within the Volcker Alliance. Key qualifications include:

- An undergraduate degree;



- At least 2 years of integrated communications experience, including PR, digital and email marketing, social media, and website content strategy;
- Experience securing proactive media placements in key broadcast, print, radio, and digital outlets;
- Demonstrated track record of website and social media content management, ideally including familiarity with Drupal and Mailchimp, as well as experience implementing design changes to websites;
- Experience growing and engaging with digital audiences through advertising campaigns and SEM;
- Strong project management skills with a proven ability to simultaneously lead multiple projects and integrate goals of diverse stakeholders;
- Excellent written and verbal communication skills;
- Hands-on experience with Google Analytics and Cision; HTML and CSS expertise preferred;
- A good eye for visual design; and
- Detail-oriented, focused on quality output.

The Alliance offers a comprehensive benefits package with a strong work life balance. The salary range for this position is commensurate with experience.

**To Apply**

Please submit a cover letter and resume by email to [hiring@volckeralliance.org](mailto: hiring@volckeralliance.org), indicating the position “Communications Associate” in the email subject line. No phone calls.

*The Volcker Alliance is an equal opportunity employer.*