



6/21/2017

Communications Coordinator, Citizens for Tax Justice

Citizens for Tax Justice is searching for a campaign communications coordinator (title is negotiable and will depend on experience). This is a full-time, contract position that that will end 12/31/2017.

About the campaign: Tax reform is at the top of the president and Congress's agenda. Both the Ryan blue print for tax reform and the tax sketch released by the president earlier this year call for huge tax cuts for the wealthy and corporations. At the same time, President Trump released a budget that calls for draconian cuts to domestic programs (health care, food assistance, education, job training, disability insurance, etc.). CTJ intends to execute a wide-ranging advocacy campaign to raise awareness of the impact of proposed tax cuts on individuals and the federal government's ability to fund public investments. The goal of the campaign is to assist in the defeat of regressive federal tax proposals.

About CTJ: Citizens for Tax Justice is a 501(c)(4) public interest research and advocacy organization focusing on federal, state and local tax policies and their impact on our nation. Part of CTJ's mission is to give ordinary people a greater voice in the development of tax laws.

About the ideal candidate: This is an excellent opportunity for a nimble communicator who has experience overseeing communications and outreach for either political or issue campaigns. The ideal candidate will have wide-ranging communications experience but have demonstrated skill and experience: using social media to engage various audiences and issue calls to action; writing compelling copy, whether it's 140 word tweets, LTEs or blog posts; and quickly grasping complex policy ideas and boiling down that information into memes, sound bites, headlines, etc. In addition, applicants should understand the intersection between tax policy/tax justice and broader social and economic issues and work well in collaboration with a variety of partners.

Job Responsibilities

- **Social media guru:** Must have a thorough understanding of social media platforms. Recommend and implement social media strategies that assist in CTJ's broader goal to defeat regressive tax proposals. Besides developing a strategy specifically for the campaign, concurrently develop a strategy for increasing CTJ's social media following to ensure it has the broadest reach possible.
- **Outreach expertise:** Experience working within a broader coalition to create complementary communications strategies around a campaign agenda. Either attend coalition meetings that focus on the current tax fight or work closely with policy staff to understand the outcome of these meetings and ensure CTJ's work lifts up work of the broader coalition.

- Strategy and messaging: Work with broader policy team and communications director to adapt campaign communications strategy within an unpredictable policy landscape. Stay apprised of the latest research on messaging around tax issues and apply that messaging to all external communications.
- Advise on the content and approach of CTJ website (which is immediately slated for redesign) to ensure campaign communications are front and center. The coordinator also will have primary responsibility for ensuring the website is updated with the latest content.

Secondary

- Regularly engage with the organization's tax policy analysts to understand the work they are doing, and support the communications director in making recommendations to senior staff on best communications and outreach strategies.
- Develop messaging and content for collateral materials for the campaign, which may include but will not be limited to short videos, memes, sharable charts and graphs, LTEs, op-eds, petitions, formal calls to action, fact sheets, etc.

Necessary qualifications:

- Ability to translate complex jargon and technical tax policy issues into language that resonates with a variety of audiences, including academics, other policy experts, state and federal policymakers, the media and the general public.
- Demonstrated skill using digital media for campaign communications. Ability to set forth a strategic plan for building the organization's social media presence.
- Ability to build relationships with partner organizations.
- Creative and adaptable.
- Work well within a team or on your own.

To inquire or apply, send cover letter and resume to media@ctj.org