

COMMUNICATIONS DIRECTOR

JOB POSTING (Posted April 25)

The Institute on Taxation and Economic Policy seeks an experienced communications director to build the visibility and influence of our tax policy research. This senior position reports to ITEP's executive director.

ITEP, a non-profit, non-partisan research organization, conducts rigorous analyses of tax and economic proposals and provides recommendations to shape tax policy. Our influential staff works with policymakers and partners to research, support and develop tax policies that reduce inequality and fund public services. Our state research shapes the conversation on tax policy, demonstrating that some states levy taxes in ways that improve equity while others do so in ways that detract from equity. Our corporate tax research, cited widely by news media and lawmakers, is a major reason the public understands that many highly profitable corporations avoid taxes. Our research helps steer the debate about how taxing high corporate and individual income will enable public investment, enhance economic and racial equity, and improve lives.

ITEP's unique microsimulation model builds an understanding of who pays taxes across income, race, and geography at the state and federal levels. ITEP is the only organization that models federal tax policy proposals to show state-by-state impact across income, raising awareness of how decisions in Washington affect people all over the country. Four years ago, we enriched our model with the capacity to project racially differential impacts of tax proposals, allowing new analyses that cannot be replicated by any other organization. Our communications work is driven by an understanding of how taxes connect to economic justice, racial justice, and strong public services.

PRIMARY RESPONSIBILITIES

The Communications Director is responsible for creating, overseeing and implementing traditional, digital and social media outreach strategies for a two-person team, providing leadership in five key areas.

- I. **Strategy:** Communications is core to ITEP's work, and the Director must understand how effective communication shapes policy debates. The Director:
 - Is part of ITEP's leadership team and works closely with the executive director, other directors and researchers to explore emerging research ideas and provide counsel on framing and messaging for ITEP's analyses, including ITEP's regularly published flagship reports on state tax systems and corporate taxes.
 - Stays apprised of policy proposals, political developments and public sentiment on taxes and related issues. Knows or is willing to learn about tax policy trends.
 - Develops and executes communications strategies to support ITEP's goal of ensuring its data and research influence the public narrative around tax policy and related legislative proposals. Oversees social media and digital strategies and executes on traditional media.
 - Understands public perception of ITEP and advises to strengthen and protect the brand and position the organization within a range of advocacy and research groups with a tax policy focus.
- II. **Media relations:** ITEP's work is regularly cited by major media outlets. The Director will expand this capacity. Candidate must be an experienced media relations lead who has pitched stories to news reporters (print, online, broadcast, podcast), secured media coverage and managed release of major and minor reports. In addition, the communications director will work with senior researchers to provide guidance on how to build their external profiles as subject matter experts.
- III. **Outreach:** ITEP's research is effective in part because state and national partners and advocates use it in their work. The director will establish and maintain relationships with partner organizations, understand their work and identify opportunities to collaborate or elevate other research with a link to tax policy. The director will

be savvy, understand best audiences, and work with colleagues to package research, ensuring partners and advocates have tools and information needed to share ITEP research with their networks.

IV. Writing: The director must distill complex tax policy information for varied audiences by writing press releases, statements and toolkits and working with researchers to shape op-eds and other products.

V. Editing: The integrity and clarity of our research are essential. The director will edit publications and work with the leadership team to determine the best processes for quality control to ensure ITEP publications and external communications meet the highest editorial standards.

ADDITIONAL RESPONSIBILITIES

I. Supervisory: Supervise ITEP's digital and creative manager who is responsible for ITEP's visual content, including designing reports, creating social media collateral such as infographics and memes, posting to the website, developing video content, managing ITEP's e-communications and social media accounts.

II. Social media: Work with ITEP's digital and creative manager to: ensure social media strategies and messaging align with ITEP's broader communications strategies; identify best practices for boosting social media engagement and following; and remain up to date on the evolving ways the public is consuming and engaging with content on social media.

III. Website: Work with the digital and creative manager to review analytic data on website visitors, make sure ITEP's website is updated with its latest content and ensure that site visitors can navigate content.

IV. Citizens for Tax Justice: CTJ is ITEP's C4 advocacy arm and a legacy brand centered on tax justice. The communications director will occasionally provide counsel on the best strategies for using this resource to contribute to campaigns around progressive tax policy legislation or proposals.

QUALIFICATIONS

Tax policy is deeply connected to other policy and social issues, so a range of backgrounds are compatible with this role. It helps if you are mission driven, can get excited about tax policy and can write and talk about it with conviction. Experiences that could contribute include: policymaking, campaigns, research, advocacy, public affairs, unions or philanthropies. Highly qualified candidates can show demonstrated competence in the primary responsibility areas. During the selection process, candidates will outline their approach to strategic communications and narrative change. Experience leading communications work is required, and supervisory experience is highly desired. Candidates should want to work in a collaborative environment, have at least 10 years of experience in communications and a bachelor's degree.

Salary will be tied to experience. For candidates meeting the minimum requirement of 10 years of experience, the salary range will be from \$107,000 to \$125,000. For leaders with at least 15 years of communications experience, at least five in a senior role, the range may be from \$125,000 to \$142,000. In addition, ITEP provides excellent benefits including:

- 100 percent of the premium for health and dental insurance for you and your family.
- 403 (B) plan to which ITEP contributes 10% of employee's salary.
- All federal holidays plus the period between Christmas and New Year's Day.
- Paid vacation leave with advance approval and sick time are at employee discretion.
- After one year of employment, ITEP provides 12 weeks of paid parental leave. After five years, staff is eligible to request a six-week paid sabbatical.

To apply, send cover letter, resume and [EEO survey](#) in one PDF, and two writing samples in second PDF to careers@itep.org, subject Communications Director. Samples could be press release, editorial memo, op-ed, or other <1500-word document. Resume review begins May 16 and continues until filled. Position in DC, will consider remote for particularly strong candidates.

ITEP is an Equal Opportunity Employer. We value diversity and encourage all applicants, regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, familial status or veteran status.