Communications Specialist

About New Politics:

Now, more than ever, we need leaders committed to putting country before party, and service before self. Republican or Democrat, our democracy, and our country, desperately need our best leaders running for office – ones who forged their skills serving the country – to restore faith and trust throughout our politics.

New Politics was founded in 2013 to transform government by recruiting, developing, and electing servant leaders with the highest caliber of integrity, courage, and empathy. At a time when the number of service veterans in Congress is at an all-time low, New Politics is working to help servant leaders overcome the traditional barriers to entering the political arena.

New Politics recruits, develops, incubates, elects, and advises candidates and their campaigns. We are there to support our candidates throughout the entirety of their journey. In the last three cycles, we have helped 164 campaigns across eight levels of government, winning 122 primary and 75 general elections on both sides of the aisle.

Our Need:

We are looking for a Communications Specialist to execute digital media strategy across the organization.

Responsibilities:

- Track weekly, monthly, and quarterly organizational communications goals and projects, including digital team work and external PR
- Create compelling digital content including social media, blogs, emails, multimedia presentations, accompanying graphics, etc.
- Write and edit internal and external organizational communications materials, including recruitment and fundraising appeals, email blasts, blog posts, etc.
- Support proactive storytelling efforts that generate awareness and affinity for New Politics
- Execute organizational email calendar: create landing pages, draft, load, and send emails
- Execute website edits as needed
- Audience management and segmentation, including form creation, CRM database administration and list segmentation, audience analysis, etc.
- Analyze content performance (e.g., likes, comments, views, clicks, shares) and use insights to optimize future drafts
- Conduct and track organizational research, including servant leaders in elected office, fundraising results, campaign outcomes, etc.
We are looking for someone who has experience:
● Solving for problems beyond given scope of work
● Writing and creating compelling communications materials in diverse settings from social media posts, blast emails, and graphic visual content
● Integrating information from different channels to create a cohesive and compelling narrative
● Working with thought leaders, opinion formers, and members of the media to advance strategic objectives

The following additional skills are also strongly desired:
● Graphic design, especially with the Adobe suite
● Coding proficiency in any of the following languages: HTML, CSS, JavaScript
● Video editing

Any member of the New Politics team should possess the following characteristics:
● Represent and “live” the NP values of servant leadership: courage, integrity, and empathy
● Growth mindset, openness to feedback, and desire to grow with the team
● Comfort in a direct, feedback- and results-oriented culture
● Thrives in an ambiguous, evolving environment
● Hustle, grit, and perseverance
● Ability to think critically and make decisions
● Ability to problem solve and execute solutions
● Excellent oral and written communication skills, organizational abilities
● Heightened relationship management and project management experience
● Commitment to mission and belief in the theory of change that states servant leadership will transform our politics and revitalize our democracy

Salary and Benefits: New Politics offers generous health benefits, vacation time, and competitive family leave. Salary range is $55,000 - $65,000.

New Politics is an equal opportunity and affirmative action employer. New Politics is committed to achieving a diverse workforce through application of its affirmative action, equal opportunity and nondiscrimination policy in all aspects of employment.

If interested, please send your resume and samples of your written/visual work to apply@newpolitics.org with the subject line, Communications Specialist.