

Job Description

Communications Director

Reports To:

Vice-President, Policy and Programming

Position:

Full-time

Direct Reports:

Interns

Location:

Washington, D.C.

Position Overview

The Communications Director creates and implements a comprehensive plan to use news and popular social media channels to move MPAC's strategic policy and understanding goals forward. Opportunity to build a department and team in a nationally established and growing public understanding and policy non-profit.

Job Responsibilities:

- Create and implement an annual strategic communications plan to increase MPAC's external presence, brand and channels, including use of social media;
- Provide strong leadership, collaboration, capacity building, and professional development, while maintaining a balanced and sustainable workload for the communications team;
- Develop and execute effective communication strategies across various platforms;
- Collaborate with policy, Hollywood, and development and research teams to develop, execute and report on awareness, fundraising, advocacy, and event marketing campaigns;
- Assist in developing and executing effective communication strategies;
- Lead the drafting and distribution of content (e.g. press releases, email) for mass media, org website, supporters, and followers on social media;
- Manage and elevate the content editorial calendar by creating compelling, timely and relevant posts; stay on top of news and issues pertaining to our work, write and edit posts;
- Liaise with media and handle requests for interviews, statements, press releases, etc;

- Collaborate with Development Director in the development and implementation of fundraising campaigns;
- Collaborate with marketing professionals to produce copy for advertisements or articles;
- Assist in communication of strategies or messaging from senior leadership;
- Design, execute and evolve a social media (organic, paid & earned content) and email marketing strategy that increases brand engagement and grows our supporter base —with the goal of converting fans into advocates for the issues we work on;
- Introduce new and innovative ways to increase user engagement and fanbase through unique content on Facebook, Twitter, YouTube, Instagram and LinkedIn;
- Create an influencer program, i.e. a plan to identify, engage and cultivate brand ambassadors;
- Monitor, report on content and campaign KPIs, and longer-term trends; iterate and evolve strategies and tactics as you learn from the data;
- Consolidate and report on community trends, topics, and sentiment;

Qualifications and Skills:

- Demonstrated experience in understanding the media and communications industry.
- Ability to organize, prioritize and multitask effectively using strategic problem-solving skills and data-driven decision-making abilities
- Excellent written, communication, analytical, and collaboration skills
- Strong storytelling skills - be able to “sell” the value of our work
- Excellent verbal, written, and presentation skills; demonstrated ability to communicate effectively with donors, staff, and a Board of Directors.
- A minimum of 3 years hands-on experience creating multiple measurable, unified, and compelling media campaigns across multiple target audiences that increase awareness, engagement, and conversion
- Experienced and knowledgeable in Google Analytics, Facebook Insights
- Strong analytical skills to identify meaningful, actionable insights across organic, paid, and earned content
- Highly proficient in managing content calendars and engaging audiences on social
- Ability to build and lead a team to great success; entrepreneurial approach, a self-starter with high-energy, and an interest in building something from the ground up to great results.
- Strategic mindset coupled with an ability to execute on the details, ability to hit the ground running with little direction

Benefits:

- Health, Dental and Vision Insurance, 401K, Life Insurance, Long-Term Disability Insurance
- Compensation: \$90,000 - \$120,000, commensurate with experience

How to apply

Please email your resume and cover letter to jobs@mpac.org.

About MPAC

Vision

America is enriched by the vital contributions of American Muslims.

Mission

MPAC improves public understanding and policies that impact American Muslims by engaging our government, media, and communities.

Overview

Founded in 1988, the Muslim Public Affairs Council (MPAC) is a national public affairs nonprofit working to promote and strengthen American pluralism by increasing understanding and improving policies that impact American Muslims. Over the past 36 years, MPAC has built a reputation of being a dynamic and trusted American Muslim voice for policymakers, opinion shapers, and community organizers across the country.