

Institute for Higher Education Policy Communications Associate

The Institute for Higher Education Policy (IHEP) is a nonpartisan, nonprofit organization committed to promoting access to and success in higher education for all students. Based in Washington, D.C., IHEP develops innovative policy- and practice-oriented research to guide policymakers and education leaders, who develop high-impact policies that will address our nation's most pressing education challenges.

JOB SUMMARY:

Through the use of both online and offline strategies and mechanisms, the communications team strives to increase awareness of the critical importance of improving educational outcomes for all students. To this end, the Communications Associate will support a diverse range of projects related to the organization's communications and advocacy work, including content and materials development; media outreach and coverage; developing strategies to disseminate our work and message to a wide variety of stakeholders nationwide; measuring the impact of these strategies; and maintaining IHEP's website.

PRIMARY RESPONSIBILITIES:

- Draft public-facing communications including, press statements; communications to IHEP email subscribers; website updates; blog posts; infographics; op-eds; news releases; fact sheets and talking points; and content for social media platforms.
- Develop creative approaches to disseminating IHEP research and policy proposals, to both new *and* existing audiences, through digital, print, public speaking, and social media platforms.
- Assist with the development and implementation of the organization's social media strategy.
- Assist with media outreach, including organizing media contacts; press interviews; and identifying media opportunities and securing media placements on behalf of senior staff and other spokespeople.
- Monitor media coverage, social media, and legislative activity related to the organization's key issues and circulate clips internally to staff.
- Track and measure the reach and impact of IHEP's public-facing statements, media hits, and staff and leadership speaking engagements to help evaluate and improve the impact of IHEP's communications strategies.
- Update, refine, and evolve IHEP's website regularly to maintain fresh content and a user-friendly design and provide project support for organization-wide website redesign.
- Support the day-to-day operations of IHEP's communications function, including marketing, budgeting, planning, and maintaining a communications calendar.
- Manage IHEP contact database to ensure upkeep, accuracy, and seamless communication with target audiences.
- Other duties as assigned.

QUALIFICATIONS and EXPERIENCE

We are looking for a combination of the following qualifications and experience:

- A passion for, or personal connection to, equity, education, public policy or economic mobility issues.
- Experience working at an issue-based research, advocacy, or policy organization, or in a similar environment.
- Knowledge of public policy, communications, higher education, journalism, or other relevant field.
- Proficiency in Microsoft Office suite.
- Ability to thrive in a small team environment where teamwork, creativity, and flexibility are valued.
- Comfort using digital platforms and social media dashboards.

PROFESSIONAL SKILLS:

- Excellent verbal, interpersonal, and written communication skills.
- Strong attention to detail.
- Success leading/championing projects.
- Strong analytical, critical thinking, problem-solving, and decision-making skills.
- Ability to balance multiple competing priorities and operate on short timelines.

COMPENSATION

Salary is commensurate with experience and qualifications. IHEP offers a comprehensive benefits package.

HOW TO APPLY:

Interested candidates should provide a **cover letter**, **resume**, and **writing sample** (i.e. press release, or other short written piece, not to exceed two pages) to be considered for this position. To apply, please click [here](#).

The Institute for Higher Education Policy is an Equal Opportunity Employer and encourages diversity in all facets of the organization's work.