



Digital Media Manager

Job Description/Opening

The Center for Progressive Reform (CPR) is seeking a part-time Digital Media Manager to support and strategically promote CPR's work and policy goals on multiple digital media platforms, through a lens of Justice, Equity, Inclusion, and Diversity. The Digital Media Manager will work with our Executive Director, communications team, policy staff, and Member Scholars to expand and enhance CPR's digital media presence. The manager will also play a leading role in designing and implementing a major digital media campaign between late 2020 and early 2021 to coincide with the Presidential election and transition.

Reporting to the Executive Director, the Digital Media Manager is a key member of our communications team and, as such, will combine an ability to communicate strategically messages across platforms in order to maximize our impact with a commitment to CPR's mission and values to advance policies for social justice and environmental health.

Duties and Responsibilities

- Design and implement a major digital media campaign between late 2020 and early 2021, focused on political transitions and policy/law reforms
- Daily communications of CPR's activities (analysis, commentaries, values, campaigns, etc.) across multiple digital media platforms, tailored to those platforms' audiences for maximum impact
- Expand, enhance, and leverage audiences across all of CPR's social media channels
- Design and utilize social media share images and memes, infographics, and other images
- Work with CPR's communications team to build out the organization's digital photo library
- Work with CPR's communications team to enhance and curate content on the organization's website, *CPRBlog*, and other media assets, such as podcasts, webinars, and video
- Produce and promote video and audio clips to enhance and increase the reach of CPR's work and messaging
- Additional duties as assigned

Qualifications

- Three to five years of successful experience in digital or social media marketing, promotion, and content creation
- Working knowledge of design software and a variety of social media platforms and proven ability to learn website backends quickly
- Bachelor's or higher degree (a degree in communications, journalism, or other relevant field a plus, but not required)
- Excellent writing skills
- Ability to work both independently and as a member of a team
- Comfort with working from home in a virtual office setting

- A demonstrated interest and/or experience in progressive policy and legal reform a plus
- Broad and strategic understanding of the digital and social media landscape to achieve CPR's mission

Compensation/Salary Range

This is a part-time, one-year contract position (24 hours per week) with an option for renewal at the end of the contract term. We offer competitive compensation of up to \$45,000/year, depending on experience.

How to Apply

To apply, please send a cover letter, resume, brief writing sample, and links to your work, reflecting your qualifications to hiring@progressivereform.org. We will consider applications on a rolling basis. This position starts no later than November 1, 2020.

About the Center for Progressive Reform

The Center for Progressive Reform is a network of more than 60 acclaimed scholars from across the United States who work with a professional staff of policy analysts and communications experts to change public policy. CPR's Member Scholars and staff believe sensible safeguards serve important shared values, including doing the best we can to prevent harm to people and the environment, especially in socioeconomically vulnerable communities. Additionally, we believe people play a crucial role in ensuring both private and public sector decisions that result in improved protection of consumers, public health and safety, and the environment. Accordingly, we support ready public access to the courts, enhanced public participation, and improved public access to information.

The Center for Progressive Reform is committed to equal opportunity in employment and promotion for all qualified persons without regard to race, color, age, religion, sex, marital status, sexual orientation, gender identity, national origin, citizenship, military or veteran status, the presence of any sensory, mental or physical disability, pregnancy and childbirth, family responsibilities, or any other basis protected by applicable laws, regulations, or guidelines relating to discrimination in employment.