

OpenSky Policy Institute is seeking a **Communications Director** to carry our message through strategic communications, media relations, and digital strategy to achieve our mission. The Communications Director advances OpenSky's work through traditional and social media and supports OpenSky events and some development tasks.

## **About Us**

OpenSky is a nonpartisan organization whose mission is to improve opportunities for every Nebraskan by providing impartial and precise research, analysis, education and leadership. Our vision is to be the most trusted resource for identifying, analyzing and communicating sound fiscal policy, where we advance equitable policy change that eliminates barriers to economic security for all Nebraskans. OpenSky is committed to an equitable, transparent, and inclusive work environment where collaboration and teamwork are expected and encouraged.

## **Qualifications:**

- More than five years of experience in media relations, political or issue-based campaign communications, public affairs, or a related field.
- Excellent writing, editing, and organizational skills, and the ability to communicate in compelling ways to a wide range of stakeholders about the importance of policy change and evidence-based advocacy campaigns.
- Excellent communication skills, including the ability to convey technical information clearly to a range of audiences, both in writing and through public speaking.
- Expertise in a range of communications platforms, including print and digital publishing.
- A deep and demonstrated commitment to equality of economic opportunity for all Nebraskans.
- Ability to embody OpenSky's organizational values of equity, analytics, empathy, trustworthiness and boldness.

## **The Successful Candidate Will Have:**

- Strong interpersonal skills with a commitment to provide respectful, culturally competent communication.
- A strong appreciation for the power of infusing evidence into policy decisions.
- A strong appreciation for use of video as a tool to expand OpenSky's audiences.
- Ability to work both independently and as part of a team, to prioritize and manage multiple tasks and pivot as needed, and to complete assigned projects on time.
- Capacity to develop and maintain collaborative relationships with an array of individuals and organizations interested in advancing shared prosperity in Nebraska, including elected officials, legislative and executive branch staff, journalists, the leadership and membership of other policy organizations, community partners, and the general public.
- Ability to balance the needs and demands of many stakeholders and competing priorities and interests.

- Facility with Microsoft Office and WordPress (HTML and CSS familiarity a plus); experience with CapCut and with Adobe Creative Cloud, especially Photoshop, InDesign and Illustrator highly desirable.
- Spanish writing and speaking skills highly desirable.

## **Responsibilities:**

### **Strategic Communications**

- Update and implement a comprehensive communications plan that helps shape policy debates and that broadens awareness of OpenSky's mission, work and policy solutions.
- Develop messaging guidance and narrative frames that persuasively and credibly shape how the organization presents its analyses to key stakeholders (e.g. the media, lawmakers, community partners, philanthropy, and the general public).
- Coordinate a consistent organizational presence in all external communications. Create and implement both traditional and digital communications strategies and tactics across a variety of platforms that can amplify and maximize exposure of campaigns in OpenSky's core issue areas and build demand for policy goals laid out by OpenSky and coalition partners.

### **Media Engagement**

- Serve as a primary media contact for OpenSky, promote OpenSky's key research findings and related messaging to the media and actively pursue and facilitate media relations activities, including building relationships with journalists, meeting with Editorial Boards, pitching stories and coordinating interview requests.
- Write news releases and advisories, statements, op-eds, letters to the editor and other communications assets.
- Help prepare staff for media interview opportunities, including preparing talking points, and provide feedback to develop their skills.
- Organize media events, including news conferences and press briefings.
- Track news coverage.

### **Communications Operations**

- Ensure all public-facing writing aligns with the strategic communications plan.
- Oversee editorial direction, design, production and distribution of publications, and work with staff to edit for clarity, tone, and adherence to standard journalistic style, and to improve the quality and clarity of public-facing products and presentations.
- Lead effort to generate video as another tool to engage with stakeholders.
- Develop print and branded materials, and curate and edit content for email messages to subscribers and social media platforms with aim of increasing engagement.
- Develop organizational messaging and framing documents for research, publications and target audiences.
- Edit materials produced by policy analysts on complex topics to ensure the materials can be easily read and understood by media, policymakers, and community partners.
- Write blog posts, website content, and other materials.
- Assist in creation and editing of fundraising materials and grant proposals and reports.

### **Digital Strategy**

- Manage the organization's website and blog, ensuring content is accessible, timely, and well-organized, and work to increase site traffic.
- Manage email list by sending regular outbound messages that adhere to OpenSky's brand and messaging goals and increase the size of the email list.
- Grow OpenSky's social media presence, using best practices in social media engagement.

### **Event Planning and Outreach**

- Help plan and schedule conferences, presentations, and fundraising events in coordination with policy and development staff.
- Plan and direct occasional webinars, investing in how to make them more appealing to a wider audience.

### **Graphic Design**

- The ideal candidate will be able to design shareable and other communications assets following OpenSky's brand, create charts and other infographics, as well as lay out simple reports.

**REPORTS TO:** Executive Director

**SALARY and BENEFITS:** Salary range \$70,000 - \$80,000. OpenSky provides generous benefits including health insurance, unlimited paid time off, paid sabbatical leave after five years of service, remote and flexible work options, and a retirement plan with 8% match.

**TO APPLY:** Send cover letter, resume and two writing samples to Tiffany Friesen Milone at [tfriesenmilone@openskypolicy.org](mailto:tfriesenmilone@openskypolicy.org) with a subject line of: "Communications Director position."

References will be required. Must be authorized to work in the United States. OpenSky will not consider work visa sponsorship for this position.

*OpenSky Policy Institute is an Equal Opportunity Employer and encourages applications from qualified individuals regardless of actual or perceived race, religion, color, sex, age, national origin, disability, sexual orientation, marital status, personal appearance, matriculation, political affiliation, family status or responsibilities, gender identity or expression, pregnancy, childbirth, related medical conditions or breastfeeding, genetic information, amnesty, veteran, special disabled veteran or uniform service member status or employment status.*