



## State Innovation Exchange (SiX) Job Opening: Press Secretary

### **Background**

The [State Innovation Exchange \(SiX\)](#) seeks a Press Secretary to spearhead a media engagement strategy that highlights our organization's work and amplifies our impact at both the state and national level. In this role, the Press Secretary will be responsible for identifying new opportunities to continue to position SiX as a leading source for political analysis, policy news, and trends across the states. This individual will also be tasked with building and maintaining strong relationships with members of the media – with an emphasis on national print, broadcast, and online outlets – as well as strategically deploying state legislators, SiX staff, and other relevant spokespeople to generate positive coverage of SiX's policy priorities and advance a progressive agenda in states throughout the country.

SiX is a national resource and strategy center that supports state legislators who seek to strengthen our democracy, fight for working families, defend civil rights and liberties, and protect the environment. We do this by providing state legislative offices with top-notch training and research, emphasizing leadership development, amplifying legislators' voices, and forging strategic alliances between our legislative network and grassroots movements. Our vision is to build toward long-term progressive power and infrastructure at the state level.

### **Responsibilities**

- In consultation with the Executive Director and the Director of Communications, lead SiX's day-to-day media relations and press engagement strategy.
- Develop and execute earned media campaigns, press events, and other opportunities that elevate the progressive movement's state-level agenda and raise SiX's profile as a reliable source for policy news, political commentary, and trends throughout the states.
- Cultivate strong relationships with local, state, and national press contacts – with a particular focus on expanding SiX's presence in national print and broadcast media.
- Maintain a network of spokespeople at the state and national level – including legislators, SiX staff, and policy and advocacy experts – who can respond to media requests and serve as ambassadors for SiX and the broader progressive movement.
- Regularly draft and assist with the development of talking points, op-eds, memos, press releases, statements, and other materials for both media and public consumption.

- Assist in the supervision, execution, and promotion of special events.
- Serve as media spokesperson as needed.

### **Qualifications**

- Outstanding written and verbal communication skills.
- At least three to five years of communications and/or public affairs experience required; bachelor's degree preferred.
- Experience pitching to press or regularly working with media strongly preferred.
- A passion for – and ideally a demonstrated commitment to – progressive issues or causes at the state and national level.
- Understanding of targeted communications, tailored messaging to varied audiences, and best practices for a range of content platforms (email copy, social media, etc.).
- Excellent organizational skills, with a demonstrated ability to work effectively under pressure and juggle multiple projects at the same time.
- A clear commitment to staying informed on SiX's strategic goals, policy priorities, and relevant state and national news that may impact our work.
- Strong interpersonal skills, with a demonstrated ability to work with a dynamic, collaborative team in a fast-paced setting.
- Experience with email marketing systems (MailChimp, Constant Contact, etc.) preferred.
- Occasional long hours and travel required.

**Salary:** Commensurate with experience; range is \$55-60,000 per year and includes a comprehensive benefits package.

**Reports to:** Director of Communications.

**Location:** Preferably based in Washington, DC.

### **How to Apply**

Send a cover letter, resume, and two brief writing samples to Peter Bailon, Chief of Staff, at [jobs@stateinnovation.org](mailto:jobs@stateinnovation.org). Please include "Press Secretary" in the subject line.

We are looking to hire immediately, so applications will be accepted on a rolling basis until the position is filled. Please indicate in your cover letter where you found this job listing.

*The State Innovation Exchange is an equal opportunity/affirmative action employer and encourages applications from all qualified individuals including women, people of color, people with disabilities, and lesbian, gay, bisexual, transgender, and queer individuals.*