State Innovation Exchange (SiX)
Senior Associate, Digital Communications

About the State Innovation Exchange
The State Innovation Exchange (SiX) is a 501(c)(3) policy, strategy, and resource center for progressive state legislators. We empower, embolden, and equip state legislators to build and wield progressive governing power by/with/for the people they represent. We do this by providing legislators with the tools needed to shape impactful public policy and building their capacity to lead with their constituents. We foster long-term collaboration between legislators- across chambers, across regions, and across state lines - and with grassroots movements. Our vision is an equitable, resilient, healthy, and prosperous future for every person in the United States, which is secured and safeguarded by progressive state legislators. SiX's sister organization, SiX Action is a 501(c)(4) that works alongside SiX to build the capacity of state legislators by providing policy development, communications tools, and technical assistance.

Position Summary
The Senior Associate, Digital Communications will help create and execute the organization's digital presence, supporting our communications strategy and amplifying our brand and programs, state as well as the voices of state legislators and progressive values and narratives, across digital platforms. The Senior Associate, Digital Communications will be the hands-on manager of SiX's digital platforms, working closely with and across teams within SiX to match digital strategies and tactics to program goals and outcomes. The Senior Associate, Digital Communications reports to the Senior Director of Communications and partners with teams to convey our programmatic priorities through our digital channels and with the Senior Director of Communications and the executive team to amplify our organizational brand and voice across our platforms. Successful candidates will demonstrate experience in public policy communications, project management and knowledge management across lines of hierarchy and identity, technical expertise in digital platforms (web, social, etc.), experience in online organizing strategies, and a collegial, entrepreneurial spirit.

At SiX, we commit to equal pay for equal work. To counter pay inequality and uphold internal parity, we use a nonnegotiable starting salary system, while benchmarking our pay to highly competitive markets in the nonprofit sector. The starting salary for this position is $75,000. In addition, SiX offers competitive benefits including generous healthcare coverage options for you and your family, life insurance, a retirement match, flexible schedule and a generous leave and holiday schedule. More information about our benefits and compensation philosophy is available here. This is a full-time, exempt position. The position is remote and open to anyone living in the continental United States.

Note: Research suggests that women and BIPOC individuals may self-select out of opportunities if they don't meet 100% of the job requirements. We encourage anyone who believes they have the skills and the drive necessary to succeed here to apply for this role.

Role Responsibilities
All staff at SiX have personalized role responsibilities – the outcomes and impacts you are expected to deliver as part of your unique role within the organization. As the Senior Associate, Digital Communications, you report to the Senior Director of Communications and work closely with the Communications team and across the organization. You will be responsible for delivering on the following expectations in your day-to-day work:

1. ***Digital Strategy Implementation: Organizational Brand*** In consultation with the Senior Director, Communications, support the implementation of SiX's organizational brand management strategy to elevate and clarify the organization's purpose and positioning among our legislator network, progressive movement partners, funders and donors, the press, and more. Activities may include refining our social media strategy and execution; supporting website development, strategy, and updates; refining internal and external materials and resources, and more. *Successful candidates will understand the role digital plays in organizational branding and will be ready to jump into an existing branding process to support and help identify digital strategy plans and ideas.*

2. ***Digital Strategy Implementation: Programs*** Working closely with team leads and State Directors, help devise and implement digital campaigns or other tactics for SiX's priority states and national cohorts. Coordinate with team leads to ensure consistency and best practices among cross-team digital strategies. Activities may include ideating and creating impactful digital content to support or amplify key public policies, issues, moments, or state legislators; tracking and evaluating performance, engagement, and reach of social media platforms and digital campaigns; supporting and engaging with coalition partners on national moments related to critical state policy issues; and more. *Successful candidates should have a proven track record in executing online advocacy campaigns, social media content best practices, content optimization, web and social performance and evaluation, and digital advertising strategies.*

3. ***Program Implementation: Email Marketing, Content Creation, and Social Media****:* Working closely with team leads and State Directors to identify project goals and audiences, create content for digital platforms and execute social media engagement in service of our goals. Manage our email program and ensure consistency across team and cohort email campaigns. *Successful candidates will have a grounding in graphic design; expertise in cross-channel social media engagement to grow our audience, create community, and strengthen our network; advocacy email expertise including building or rebuilding email programs; and the hard and soft skills necessary to engage colleagues and solicit buy-in for changes in process and outcomes.*

4. ***Program Implementation: Trainings***: Manage the organization's webinar calendar and best practices, and serve as the in-house technical expert on webinars and other online training or program tools. *Successful candidates will be confident technology adopters and will have a point of view on our organization's webinar strategy and needs.*

5. ***Program Implementation: Equity and Inclusion*** Demonstrate a race-forward approach to digital communications and a commitment to utilizing digital tactics to promote equity and inclusion

through SiX's brand and among our network. *Successful candidates commit to digital engagement practices that are equitable and inclusive and will ensure our webinars, social media, and email program are race-forward and reflective of our values.*

6. ***Knowledge Management.*** Ensure all reporting requirements for your portfolio are met in a timely manner. Contribute to developing and ensuring integrity of systems, processes, and tools to better support the facilitation, collection, and sharing of knowledge that is generated by your portfolio. Identify and elevate key project outcomes and communications team developments to leadership and the organization when needed. *Successful candidates will work collaboratively with team leads to integrate cross-program activities and functions, balance multiple goals and projects at one time, handle high volumes of incoming requests from different people, prioritize competing goals and make strategic choices in concert with key stakeholders.*

7. ***Organizational Alignment****:* In partnership with the Senior Director, Communications, ensure that the digital program meets its organization-wide expectations with regard to living our organizational values, practicing equity and inclusion, ensuring compliance with applicable rules and regulations, and achieving coordination and cohesiveness with SiX's strategic plan and overall programmatic goals.

Core Competencies

All staff roles at SiX are grounded in a set of core competencies that are standardized across the organization based on the type of role you hold. As the Senior Associate, Reproductive Rights you will be responsible for delivering on the following core competency expectations in your day-to-day work:

1. *Equity and Inclusion*. You have a demonstrated understanding of the role that racial, gender, economic, and other inequities play in our society and in movement-building and demonstrate an ability to effectively collaborate across lines of difference.
2. *Program Implementation.* You are able to successfully execute the activities of your program/issue area(s) and contribute to the success of your team and the organization overall.
3. *Partner Engagement.* You are able to cultivate and maintain successful and professional partnerships with external stakeholders in the implementation of your work.
4. *External Communication and Brand Management.* You are able to advance the organization's reputation, profile and brand with key stakeholders. You possess excellent written and verbal communication skills.
5. *Knowledge Management*. You are detail oriented and able to support in the collection, synthesis and dissemination of information about your team's work, internally and externally.
6. *Financial Administration.* You are able to provide timely, accurate financial information as needed to comply with all internal financial protocols.
7. *Fund Development.* You are able to assist with securing resources for the organization. Upon request, you may be asked to participate in the design and implementation of funding requests. You may be asked to participate in fund development, both in writing and in-person, to targeted audiences.
8. *Compliance*. You are able to comply with relevant nonprofit laws and adhere to internal policies, practices, and protocols.
9. *Organizational Culture and Values.* You are able to practice and uphold organizational values in your day-to-day and long-term work. You participate in creating a team culture that is productive, collaborative, and equitable.

Organizational Values

All staff at SiX are responsible for upholding our organizational values, which were developed collaboratively by all staff. These describe the way we strive to do our work together and the kind of organizational culture we want to build. As the Senior Associate, Reproductive Health you will be responsible for demonstrating the following behaviors in carrying out your day-to-day work:

1. *Equity and Inclusion.* Actively practice our commitment to racial, gender, economic, and social justice. Demonstrate an openness to cultivating progressive, inclusive leadership and welcoming different learning and leadership styles. Seek and accept feedback about ways to strengthen your awareness and understanding of how to create more inclusiveness in your speech and behavior. Practice humility and continuous learning. Commit to repairing relationships with your speech or behavior has promoted inequity or exclusion.

2. *Collaboration.* Proactively build relationships with your colleagues and partners. Demonstrate respectful speech and behavior. Be honest, kind, and direct in instances of conflict. Adopt a stance of "having each other's back." Resist habits of individualism and competition in favor of turning toward and building with one another.

3. *Accountability.* Demonstrate the ability to own and achieve your responsibilities at work. Attend to both the results and the process by which you achieve your results. Pay attention to details, anticipate roadblocks, offer solutions, drive work forward, include relevant stakeholders when making decisions, follow through with delivering high-quality work on time.

4. *Integrity and Trust.* Do not withhold information but democratize knowledge. Acknowledge both your successes and your mistakes. Practice forthrightness, "saying the thing," graciously giving and receiving feedback, and building your own skills and capacity as well as that of your colleagues.

5. *Initiative and Tenacity.* Take responsibility for your success and the success of your teammates. Demonstrate the ability to manage and successfully execute on the work in the context of a remote organization. Offer and seek answers and options proactively, in consultation with your supervisor, colleagues, and partners. Challenge implicit assumptions and create explicit agreements.

6. *Flexibility.* Embody a "getting to yes" attitude and a propensity for working through roadblocks, building consensus, and course correcting when necessary. Engage in continuous learning and reflection. Seek feedback. Apply your learnings to subsequent projects and responsibilities. Welcome change and seek ways to adapt to new information, people, and circumstances.

7. *Innovation.* Commit to learning and growing the organization's work. Stay open to possibility. Greet new opportunities with curiosity and a sense of possibility and openness. Contribute to a culture that lets us grow, try new things, succeed (or fail), and learn from our efforts.

How to Apply

Interested applicants should submit a compelling cover letter and resume to jobs@stateinnovation.org. Please indicate the position you are applying for in the subject line of the email. Applications will be reviewed on a rolling basis until the position is filled. Priority will be given to candidates who apply by June 24, 2022.

State Innovation Exchange is an equal opportunity employer. We encourage people of color, women, LGBTQ folks, and immigrants to apply for open positions. We do not discriminate on the basis of race, color, religion, gender, gender identity, sexual orientation, disability, national origin, age, martial, and/or veteran status or any other characteristic or activity protected by federal, state, or local law. As a part of our ongoing racial equity work at SiX we ask applicants to voluntarily disclose their racial identity. This allows us to monitor the diversity of our applicant pool and helps to ensure that notification of job opportunities as SiX are reaching marginalized communities. These disclosures will be aggregated. Individual disclosures will not be available to anyone involved in evaluating applicants at any stage. We also anonymize application materials by removing candidates name and educational institutions before sending job descriptions to the hiring committee. This helps to mitigate implicit bias against people of color.