



State Innovation Exchange (SiX) Senior Associate, Digital Communications

About the State Innovation Exchange

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 supports SiX's Communications Department by leading the day-to-day execution of digital storytelling that elevates our programs, strengthens our narrative, and grows our reach. Working closely with national SiX staff, consultants, and in-state and national partners, this role creates and disseminates compelling content across channels, helps shape digital strategy, and brings creative leadership to campaigns and rapid-response moments. The ideal candidate is a proactive, detail-oriented digital communicator who thrives in collaborative environments, manages multiple timelines with ease, and is motivated by measurable impact.

At SiX, we commit to equal pay for equal work. To counter pay inequity and uphold internal parity, we use a non-negotiable starting salary system benchmarked to highly competitive nonprofit-sector markets. The salary for this position is \$80,000. 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. This is a full-time, exempt, remote position open to candidates living in the continental United States within one hour of a major airport.

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, Communications, and will be responsible for delivering on the following expectations in your day-to-day work:

Program Implementation – Digital:

- Work with the Senior Director, Communications, to execute the program strategy to increase digital footprint and impact.
- Own day-to-day strategy and execution for SiX and SiX Action social media channels, including content planning, rapid-response needs, publishing, and community management.
- Lead production support for short-form/vertical videos: advising on concepts, coordinating shoots as needed, editing for platform-native distribution, and ensuring accessibility (captions, formatting).
- Create and maintain brand-aligned digital assets (graphics, templates, one-pagers, reports), ensuring consistent visual and messaging standards across programs.
- Maintain and update the SiX and SiX Action websites, including routine edits, timely updates, and quality assurance (links, formatting, usability).
- Own email marketing platform operations: list hygiene and segmentation, template refreshes, A/B testing as appropriate, and drafting and sending emails aligned with campaign and program goals.
- Produce and manage webinars (run-of-show support, tech setup, live troubleshooting, post-event follow-up assets).
- Ensure digital content meets accessibility best practices and organizational standards (captioning, alt text, readable design).

Program Implementation – General Communications Support:

- Coordinate and draft monthly newsletters and other recurring communications, partnering with program staff to surface timely stories and outcomes.
- Provide communications support for events, convenings, in-state, cross-state, and national campaigns, including digital content, toolkits, marketing and promotional assets, and coordination with internal and external partners.
- Support rapid-response communications for moments in the legislative landscape, adapting messages quickly across channels.
- Track, analyze, and report communications activities and performance, translating insights into recommendations for improvement.
- Support legislators and staff via trainings, calls, and 1:1 guidance to strengthen message discipline, digital presence, and communications readiness.
- Maintain and improve communications workflows, templates, processes, and procedures as needed to ensure efficient collaboration and consistent quality.

Program Implementation – Marketing:

- Uphold brand consistency across programs and platforms; serve as a day-to-day steward of SiX's visual identity and voice.
- Manage discrete marketing projects from concept to completion, including timelines, asset creation, approvals, and partner coordination.
- Identify and pursue opportunities to expand SiX visibility (cross-promotions, partnerships, list growth, content series, digital moments).

Program Implementation -- Organizational Communications Support:

- Review and edit materials from SiX staff intended for external audiences to ensure clarity, accuracy, brand alignment, and audience fit.
- Troubleshoot communications and platform issues in partnership with staff and vendors; document solutions and reduce repeat issues through improved processes.
- Consult with staff to plan communications approaches that elevate legislators and strengthen training and program delivery.

Organizational Alignment:

- In partnership with the Senior Director, Communications, contribute to a high-functioning team culture grounded in SiX values, equity and inclusion, compliance, and strong cross-team coordination in support of SiX's strategic plan.

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, Communications you will be expected to demonstrate 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 Policy Director, Reproductive Rights, you will be responsible for demonstrating the following behaviors in carrying out your day-to-day work:

Adaptability and Imagination

- We believe there are multiple ways of knowing and welcome opportunities to learn from our past, present, and future.
- We remain open to learning, sharing, and shifting our approach, perspective, and process.
- We embrace the necessity of change within ourselves, our communities, and our organization.
- We have both the audacity to dream beyond what seems impossible and the boldness to pursue those possibilities with tenacity.

Connection, Relationship, and Collaboration

- We believe that authentic relationships and principled partnerships are the foundation for building people-centered power within systems that will lead to communities living the lives that we deserve and are fighting for.
- We cultivate relationships, grounded in trust and respect, to work toward a common purpose and shared vision.
- We believe that the quality of our work is just as important as the path we take to achieve it, so our passion for excellence does not outweigh accountability to our partners, communities, and each other.
- We operate with integrity, acknowledging our mistakes and attending to the impacts.
- We are honest, kind, and direct in instances of conflict and believe that principled tension is necessary for the advancement of our work.

Wholeness, Consideration, and Care

- We are whole human beings and honor the fullness of our lives and the lives of those around us.
- We believe that all people and communities are deserving of joy, rest, safety, and respect.
- We are flexible in how we work while respecting the space, boundaries, and care of ourselves and those around us.
- We are responsible for our own emotions and how those emotions shape how we respond to and engage with others.

Belonging and Difference

- We believe in the power of our shared humanity and are committed to upholding the inherent value of people across identities, experiences, and perspectives.
- We acknowledge the systems that work to oppress the communities we are a part of and collaborate with and are actively working against them to build the world we want to live in.

- We oppose all forms of racism and are committed to learning and proactively shifting how our behaviors, beliefs, and policies reinforce racist ideas and actions.

Sustainability and Perseverance

- We prioritize the sustainability of ourselves, communities, and organization by pausing when necessary and reducing harm wherever possible.
- We understand the value and importance of access to information and learning and operate in a stance of abundance and generosity of resources, ability, and knowledge.
- We recognize the “long arc” of systematic change work and are deeply invested in the generational commitment and organizing necessary to realize the world we want to live in and can thrive.

How to Apply

Interested applicants should submit a compelling cover letter and resume to jobs@stateinnovation.org. Please include “Senior Associate, Digital Communications” 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 March 13, 2026.

The State Innovation Exchange is an equal-opportunity employer committed to building a diverse and inclusive team. We strongly encourage people of color, women, LGBTQ+ individuals, immigrants, and others who are underrepresented in the political and nonprofit sectors to apply. We do not discriminate based on race, color, religion, gender, gender identity, sexual orientation, disability, national origin, age, marital or veteran status, or any other characteristic protected by federal, state, or local law.