

Communications Associate (Graphic Design and Digital)

The Institute on Taxation and Economic Policy is searching for a full-time communications associate who primarily will be responsible for graphic design work but also will assist with database and website management. Highly qualified candidates will be skilled in all three of these areas. Outstanding candidates also will be able to assist with managing ITEP's social media presence.

About the Institute on Taxation and Economic Policy

We are a non-profit, non-partisan research organization that provides timely, in-depth analyses on the effects of federal, state, and local tax policies. ITEP's mission is to ensure the nation has a fair and sustainable tax system that raises enough revenue to fund our common priorities, including education, health care, infrastructure, and public safety.

Position Summary

ITEP is searching for a highly skilled, artistic graphic designer with high level proficiency in the latest graphic design software, including the Adobe Creative Suite. This person will visualize our federal and state tax policy research in a variety of ways, including creating sophisticated charts and graphs. This will include using data within Excel files to create charts and graphs, and also creating infographics, memes and other collateral to be used across multiple platforms, including our websites, mass e-mails, social media and occasionally print. Finally, the ideal candidate also will be able to assist with managing ITEP's social media presence.

Primary

- **Design** charts, tables, infographics, fact sheets, reports and other visual materials.
- **Layout** ITEP reports and policy briefs.
- **Create** memes, GIFS and other visuals that sharply and effectively convey messaging around ITEP's work.
- **Branding** ITEP currently has branded templates that it uses for reports and graphs. The communications associate will assess whether these templates require updating and also determine the best software to create templates.

Secondary

- **CRM management:** The communications associate will assist ITEP's deputy director as well as the communications director with managing various lists within our CRM, including ITEP's donor database as well as its general email list and media lists.
- **Website:** The communications associate will be one of several staff who posts content to ITEP's website.

- **Metrics.** ITEP's visual content is only effective if it reaches key audiences. As such, the communications associate will assist with monitoring the effectiveness of ITEP's outreach by reporting on CRM, website and social media metrics.
- **Social media.** Help manage ITEP's social media presence.

Required Skills:

- The integrity of ITEP's research is important. The communications associate must be a person who pays careful attention to detail, asks questions when necessary and delivers error-free products.
- Advanced knowledge and proven experience with Adobe Creative Suite, Acrobat Pro, and/or other data visualization tools, such as Excel, and PowerPoint. Also, tell us something we don't know if there are other sophisticated design tools.
- Ability to develop appealing, accessible, and accurate data-driven infographics for multiple audiences.
- Creative thinking and a demonstrated interest in or willingness to learn about state and federal tax policy and how it connects to broader social and economic issues.
- A minimum three years of experience in communications with an emphasis on graphic design and digital communications.

Additional Skills:

- Experience working with databases and websites.
- Understand how to analyze metrics for websites, CRMs, and social media and make recommendations for improving outreach based on those metrics.

To apply, send a resume, cover letter and three to four samples of your work or a link to a portfolio of your work to jenice@itep.org. Do not send zip files.