

## **ISPU is seeking a Campaigns Associate to join our Communications Department.**

Join a fast-paced, detail-oriented team and lead our work disseminating research and supporting resource development efforts across a variety of platforms to reach the general public. This role is responsive to the activities of multiple departments and colleagues. The ideal candidate is an excellent writer and communicator, able to multitask, stay highly organized, and use good judgment to confidently create and distribute materials across ISPU's platforms to drive engagement with our research and donation opportunities, as well as increase general awareness of our organization. You'll work across departments and serve as an "air traffic controller" of ISPU's many platforms to create, manage and publish content that disseminates ISPU's research, education, event, and donor communications to the general public in clear, engaging ways.

This is a full-time (40 hrs/week) salaried virtual position, and applicants can reside in any state in the U.S.

- With input of Directors, **create** integrated editorial calendar for monthly/quarterly planning
- **Execute** editorial calendar and digital communications strategy across all departments, in mass mailers and all social media platforms
- **Draft, manage, and send** communications including newsletters, event invites, research publication announcements, fundraising campaigns, etc.;
- **Monitor and make decisions** based on metrics and other indicators of campaign strategy (open rates, impressions, reach, shares, etc.) utilizing various tools
- **Create and maintain** lists for segmented communications across all departments
- **Set up and manage** automation and drip campaigns in Hubspot to reach communities with new and existing research
- Alongside communications department, **develop** ideas for new products for use in innovative campaign communications
- **Promote** legacy content—utilize past years' research products to be both proactive and reactive in sharing past years' research as it pertains to current events and conversations
- **Build** relationships with amplifiers to reach their audiences
- **Work** with Directors of Communications and Development and Communications Creative Media Manager to gather needed content and visual materials for campaigns
- **Support** marketing and registration efforts of digital and in-person events for both research and development events
- **Master** ISPU's "voice" so all communications have consistent tone and quality

### **Skills and qualifications**

Very strong writing and editing skills required; comfort in social media platforms and planning tools; previous experience managing a customer management service (Hubspot, Salesforce) and/or mass mailer system (Constant Contact, Mailchimp, etc.) a plus, but not required. Detail

oriented with excellent organizational skills and follow through. Self motivated and directed, but able to work in a team and across multiple workstreams. Experience working in a start-up environment a plus; strong understanding of and interest in the American Muslim community required.

**Benefits:**

- Salary will be commensurate with experience, banded between 45 - 50K
- Employer Provided Health Insurance, including Vision and Dental
- 401(k) Retirement Plan
- 3 Weeks Paid Vacation (up to 5 weeks with 5+ years of service)
- 12 Days Paid Office Holidays
- Professional Development Opportunities