



Assistant Director of Communications, Policy, and Advocacy Position

Woodward Hines Education Foundation (WHEF) is a Mississippi non-profit that works to help more Mississippians obtain the postsecondary degree, certification, or credential that will allow them to improve their quality of life, strengthen their communities and contribute to a bright and prosperous future for all of Mississippi.

WHEF seeks an Assistant Director of Communications, Policy, and Advocacy (CPA) to support efforts to drive change in higher education access, persistence, and completion. This new role will support WHEF's brand reputation through strategic communications programs and initiatives, including the implementation of advocacy and communications activities that align with the organization's 2023-2028 Strategic Plan. This person will report to the Director of Communications, Policy, and Advocacy.

LOCATION:

WHEF's Corporate Offices are located in Jackson, Mississippi. Limited hybrid work is available after three months of employment with the Foundation. The position will require some local and D.C. travel for policy and advocacy purposes.

RESPONSIBILITIES:

1. Manage implementation of advocacy and communications plan in alignment with the WHEF strategic plan.
2. Writing for advocacy through multiple mediums, including op-eds, blogs, newsletters, action alerts, and social media to create a cohesive messaging across the organization.
3. Lead implementation, management, and maintenance of email and text message tools and create newsletter and advocacy alerts.
4. Support traditional and paid media strategies, including responding to media requests, coordinating interviews with WHEF staff, and paid advertising and sponsorship placement.
5. Create social media content related to advocacy, education, and awareness in collaboration with CPA team and WHEF staff.
6. Organize and attend convenings with partners, stakeholders, or media members to bring awareness and education to WHEF policy priorities.
7. Monitor advocacy and communication for impact evaluation, including data collection of WHEF's communication channels, creation of surveys, and message research and testing.
8. Support management of vendor relationships.

EDUCATION:

Minimum of an undergraduate degree in public relations, marketing, business, public policy, or related field with 5 years of experience working in communications, public policy, or related department.

COMPETENCIES/ATTRIBUTES:

The successful candidate should possess the following:

- Experience with an understanding of the role public policy plays in creating meaningful impact and systemic change.
- Willingness to stay abreast of state and federal policy related to WHEF's strategic priorities.
- Experience with implementation of integrated marketing and communications plans.
- Passion for writing and storytelling in multiple mediums and ability to analyze and translate complex policy concepts into accessible language for various audiences.
- Experience in a role requiring collaboration within an organization and with diverse constituencies.
- Demonstrates excellent organizational skills and time management skills including the ability to prioritize, and plan and manage multiple projects simultaneously.
- Extensive working knowledge of Microsoft Office software, specifically Outlook, Word, PowerPoint, and Excel. Working knowledge of website content management systems; email marketing or texting platforms; social media strategy, including content creation, planning, and management tools; and ZOOM video conferencing.

COMPENSATION:

Compensation is competitive and based on experience.

OUR VISION, MISSION, AND CORE VALUES:

In order for our foundation to succeed, all our positions and the people who occupy them are bound by our mission and driven by our vision and core values.

The mission of Woodward Hines Education Foundation is to help more Mississippians obtain postsecondary credentials, college certificates, and degrees that lead to meaningful employment. We envision a Mississippi where all people can secure the training and education beyond high school that will allow them to enhance their quality of life, strengthen their communities, and contribute to a vibrant and prosperous future for our state.

Please submit a cover letter and resume to:

Woodward Hines Education Foundation
ATTN: Human Resources
Post Office Box 5008
Jackson, MS 39296-5008
OR
hr@woodwardhines.org