



Maine Equal Justice

People Policy Solutions

HIRING ANNOUNCEMENT: Communications and Digital Outreach Coordinator

Resume and Cover letter due: May 1, 2022

Maine Equal Justice (MEJ) seeks a dynamic and creative Communications and Digital Outreach Coordinator (CDOC) to take our communications and digital engagement to the next level. The CDOC will support our work to expand access to affordable healthcare and will support education and outreach communications across the organization.

MEJ is a nonprofit civil legal aid organization working to increase economic security, opportunity, and equity in Maine. MEJ advocates for fair public policies in the legislature and with governmental agencies; provides direct legal services and representation through impact litigation; and partners with diverse communities and agencies through outreach, organizing, and education.

Representative Tasks:

- Produce original digital content and materials to support cohesive, engaging messaging for health care campaigns, which include expanding immigrant eligibility for MaineCare and the implementation of adult dental benefits in the state using tools like video, graphics, our website and social media.
- Manage mass communications via email and social media as part of an overall outreach and engagement strategy.
- Help develop and coordinate a communications plan to support health care campaigns, which may include earned and paid media.
- Together with the organizing and outreach team, help collect and share stories related to the health care campaigns.
- Working with the legal services team and organizing and outreach teams, help produce legal educational tools and materials, including for our website and social media, and disseminate them.
- Collaborate with relevant staff to develop communications-related data tools, collect and analyze data, and participate in ongoing program evaluation.

Knowledge, Skills, and Abilities:

- An excellent communicator who is invested in sustaining positive relationships with internal and external stakeholders.
- Ability to generate in-house digital communications (for example producing videos, graphics, expanding our social media know-how and reach).
- Fresh perspective on use of technology and online engagement and messaging that would enhance our work and ability to connect with a wide variety of audiences.
- Capable of making website updates with good attention to detail and editorial sense.
- Creative and able to learn and convey our brand, tone, values, and point of view in all communications.
- Strong writing and editing skills. can contribute to generating content once familiar with the topic areas.
- Has a racial and economic equity analysis/understands the importance of making our communications accessible to our audiences.
- Understands social media platforms and audiences.
- Attention to detail and ability to manage competing priorities to meet deadlines. Can effectively triage and prioritize shorter- and longer-term projects.
- Proficient in Microsoft Office, Google suite software. Proficiency in graphic design software e.g. Canva is a plus.

Preferred but not required:

- Familiarity with communications related to Maine-based advocacy, organizing, or public policy.
- Previous experience with mail management programs and CRMs like Salesforce.
- Fresh linguistic or cultural perspective that would aid our work.
- Ability to speak languages other than English.

Job Details: The CDOC will support the organizing and outreach team and will work under the supervision of the Communications Director. This is a full-time position, 35 hours per week. This is a one-year grant-funded position that we hope to sustain beyond that.

Our office is based in Augusta, Maine. There is an expectation to work some days from Augusta with flexibility to work some remotely as well.

Salary and Benefits: Salary for this position is \$55,000-58,000/year to start. Health and dental insurance is provided, with premiums and deductibles mostly covered by employer. MEJ offers retirement accounts with an annual employer contribution, generous vacation time (employee accrues three weeks vacation in first year of employment), generous sick time, and 14 paid holidays per year.

To Apply: Submit a letter of interest and a resume addressed to Robyn Merrill, Executive Director, and emailed to admin@mejp.org (PDF's preferred). Applications will be accepted until

May 1, 2022. More information about Maine Equal Justice can be found at www.MaineEqualJustice.org. We encourage people of color, members of the LGBTQ community, and those with lived experience of poverty to apply. Maine Equal Justice is an Equal Opportunity Employer.