



Maine Equal Justice

People Policy Solutions

Peer Workforce Navigator
partners in success 

Job Announcement

Communications and Digital Engagement Manager for the [Peer Workforce Navigator Project](#)

Position Summary:

As an employee of Maine Equal Justice, the Communications and Digital Engagement Manager (CDEM) for the Peer Workforce Navigator Project (PWN) oversees and coordinates the project's communications, website, social media, and public relations to advance the PWN's mission and vision. This position will be responsible for developing and steering a communications plan to reach people who are unemployed and underemployed, and trying to get ahead, as well as other stakeholders, partners, and volunteers engaged in the project.

About [Maine Equal Justice](#):

Maine Equal Justice (MEJ) is a nonprofit civil legal aid and economic justice 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.

About the Peer Workforce Navigator Project:The Peer Workforce Navigator (PWN) Project is a coalition of 5 community-based organizations in partnership with the Maine Department of Labor (MDOL). Each organization brings expertise, networks, relationships, and trust built over time to provide reliable, up-to-date information and opportunities to community members and to support economic empowerment for all workers in Maine.

Our shared goals are to make sure that:

- Every worker in Maine has access to the opportunities and supports they need,
- Eligible unemployed and underemployed Mainers can get unemployment benefits,

- Community members can plan and prepare for safe, satisfying and secure working lives.

To read more about our project, visit us at www.workforcenavigator.org

Representative Tasks:

- In collaboration with the PWN Project Oversight team, develop, manage, and coordinate the PWN's communication plan aligning every day communication activities with overarching project goals
- Create and drive digital strategies that center values of anti-racism and equity
- Protect and promote the PWN Project's image and values across all platforms including website, social media, and educational materials
- Write and edit email, mobile alerts, social media content, blogs, and other digital content to educate and engage working people across its various digital channels
- Help develop and use an integrated email/web/constituent relationship management system to develop segmented lists, track and report results, target emails, and build our list of engaged workers
- Guide collection and tracking of relevant content and oversees updates to website and social media posts
- Help produce educational tools and materials, including for our website and social media, and disseminate them, to increase awareness of and access to unemployment insurance, public benefits, and employment and education opportunities
- Identify, create, and leverage communications opportunities as they arise in coordination with the PWN team
- Supporting the development of branding and marketing materials to ensure consistency with PWN's mission while tailoring messages to target audiences
- Help develop a shared data management plan across multiple organizations to track, regularly communicate with and develop the leadership of the people we are engaging
- Collaborate with relevant staff to develop communications-related data tools, collect and analyze data, and participate in ongoing program evaluation

Knowledge, Skills, and Abilities:

Required:

- Commitment to and clear analysis of economic and racial justice issues and the ability to incorporate that analysis into their work
- Knowledge of issues and initiatives that affect low-income people
- Excellent writing and editing skills and experience creating persuasive communications for a variety of platforms
- Strong understanding of and experience navigating social media platforms for increased awareness and engagement
- Creative and able to learn and convey our brand and values, while adopting tone and style of organization and help communicate complex issues to various stakeholders

- 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
- An excellent communicator who is invested in sustaining positive relationships and effective working relationships with internal and external stakeholders
- Attention to detail and ability to manage competing priorities to meet deadlines.
- Sound judgment and creative problem-solving skills
- Proficiency with Microsoft Office, Google suite software. Proficiency in graphic design software (e.g. Canva), is a plus
- Highly collaborative style; experience developing and implementing communications strategies

Preferred knowledge, skills and abilities:

- Experience working on labor rights, immigrant rights and/or on public benefit awareness
- Experience cultivating and managing relationships with the media
- Experience working in cross-cultural environments
- Ability to generate in-house digital communications (for example producing videos, graphics, expanding our social media know-how and reach)
- Design skills are a plus
- Capable of making website updates with good attention to detail and editorial sense.

Minimum qualifications: A minimum three (3) year combination of education and experience in communications, campaign planning and/or advocacy work. Strong commitment to social and economic justice.

Licensing/Registration/Certification Requirements: none

Special Requirements: none

Job Details: The CDEM will support the Peer Workforce Navigator team and will work under the supervision of the PWN Project Director. This is a full-time position, 35 hours per week. This is a three-year grant-funded position that we hope to sustain beyond that.

Salary and Benefits: Salary for this position is \$55,000-58,000/year based on experience. 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 (five 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 Kate Fahey, PWN Project Director, and emailed to admin@mejp.org (PDF's preferred). Applications will be accepted until **October 24th, 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.