



## Higher Learning Advocates Position Summary

### Digital Communications Associate

### Summary

The Digital Communications Associate is a member of Higher Learning Advocates' (HLA) full-time staff responsible for assisting in the implementation of the organization's digital and social communications activities. The Digital Communications Associate will support a diverse range of projects related to the organization's communications work, including content and materials development, media monitoring, social media engagement, and other duties as assigned.

### Responsibilities

- Create digital content for social media campaigns, sprints, and other activities.
- Assist with the development and implementation of the organization's social media marketing activities.
- Provide graphic design for organizational publications, social media, and campaigns.
- Draft marketing materials for outreach to external audiences, such as direct email blasts, news releases, event notifications, and infographics.
- Update and optimize the organization's website according to best practices regularly to maintain fresh content.
- Monitor, analyze and report on digital KPIs and other key metrics.
- Support the Communications team in designing, implementing, and executing communications strategies and campaigns.
- Monitor media coverage, social media, and related activity surrounding the organization's key advocacy issues.
- Develop and manage a detailed communications project schedule and workflow in collaboration with a project team, including notifying team members to take action.

### Qualifications

- Two years' experience working at an issue-based advocacy or policy organization, political or legislative office, public affairs firm, or similar environment.
- Knowledge of federal public policy, communications, graphic design, or another relevant field.
- Strong design, communication, and social media skills.
- Demonstrated experience balancing multiple projects under tight deadlines.

- Ability to thrive in a small team environment where teamwork, creativity, and flexibility are valued.
- Comfort using digital marketing tools, content management platforms, and social media dashboards.

## **Work Environment and Physical Demands**

- Work is performed primarily remotely until further notice.
- Visual and auditory acuity for extensive use of various forms of technology.

## **Compensation**

A competitive compensation package including salary and benefits is available and is commensurate with experience and qualifications.

## **To Apply**

Submit a resume and cover letter to [careers@higherlearningadvocates.org](mailto:careers@higherlearningadvocates.org) with “Comms” in the subject line.

Higher Learning Advocates is an equal opportunity employer. Diverse candidates, including women and people of color, are encouraged to apply.

Based in Washington, D.C., Higher Learning Advocates is a non-profit advocacy organization working to shift federal policy from higher education to higher learning—education and training beyond high school that leads to a degree, credential, or employment. While more students are participating in higher education than ever before, there is a vast and growing disconnect between federal policy and the needs of today’s students, employers, and communities. We are working toward federal policies that create transparent pathways to success, incentivize innovation, protect students and taxpayers, and improve outcomes.