

The Human Trafficking Institute

Communications Associate **Job Description | September 2020**

Institute's Mission

The Human Trafficking Institute exists to decimate modern slavery at its source by empowering police and prosecutors to stop traffickers. Working inside criminal justice systems, the Institute provides the embedded experts, world-class training, investigative resources, and evidence-based research necessary to free victims.

General Description

The Communications Associate will play a significant role in the development and growth of the Human Trafficking Institute. S/he will have substantial influence to use a passion for storytelling, honed social media skills, and ability to identify opportunities to continue positioning the Institute as a thought leader in the anti-human trafficking community. The Associate will implement and maintain the communications plan for Institute messaging including email, social media, website, press releases, and Op-Ed opportunities. This individual will work with Institute vendors to continue building the organizational brand and online presence. This role reports to the Chief of Staff / Director of Communications.

Responsibilities

- Write news stories for the Institute's website to support and promote the work of the Institute.
- Publish content on the Institute's website as well as conduct ongoing review for needed updates.
- Create and coordinate publishing content on the Institute's social media pages (Facebook, Instagram, Twitter, LinkedIn) using Hootsuite.
- Serve as an editor for submitted online content.
- Work with the Institute's website designer, graphic designer, and print vendors for customized communications projects, as needed.
- Assist in the design, creation, and distribution Institute materials, including fact sheets, brochures, presentations, videos, annual report, event collateral, and other outreach materials.
- Assist in the creation of the annual communications plan and participate in its implementation.
- Create targeted media lists on Meltwater to distribute Institute-related news content, in particular the Federal Human Trafficking Report and State Summaries.
- Assist the Director of Communications in building out the Institute's media relations function.
- Manage data collection on communications project, including email open rates, social media reach, and media outreach response.
- Responsible for updating the Trafficking Matters Resource Portal with new content, as available.
- Responsible for posting news items on Trafficking Matters, as available.
- Manage creation and delivery of Institute email newsletters, working in conjunction with the Strategic Partnerships Team.
- Maintain confidentiality of privileged and sensitive information.
- Establish and maintain positive staff and public relations image.
- Attend meetings, retreats, and other Institute events.
- Generate new and innovative ideas to advance the Human Trafficking Institute's mission.
- Carry out additional assignments, as needed.

Qualifications and Experience

- Bachelor's degree in communications, English, journalism, marketing, or relevant field.
- 2-3 years of relevant work experience required.
- Excellent written and oral communication skills essential.
- Ability to draft compelling written content for use on the Institute website, social media, and print materials.
- Comfort and aptitude with basic materials design, including familiarity with tools such as InDesign, Photoshop, and Canva.
- Experience with email marketing platforms such as MailChimp or SendGrid, required.
- Experience managing organizational social media accounts, required.
- Experience with WordPress, preferred.
- Excellent Microsoft Office skills, required.
- Ability to confidently and professionally communicate with diverse audiences.
- Strong organizational skills essential and ability to prioritize multiple tasks.
- Demonstrated ability to meet deadlines and work under pressure.
- Proven project management ability.

Critical Qualities

- Impeccable attention to detail. Excellent organizational, planning, prioritizing, and time management skills. Disciplined with priorities, efficient, works well under stress.
- Excellent verbal, written, and interpersonal communications skills. Self-motivated and articulate.
- Personable, mature judgment, discerning, emotionally intelligent.
- Strong ethic of service, sustained positive attitude, passion for the Institute's goals.
- A demonstrated commitment to excellence in delivery and a history of getting things done even in the face of obstacles.
- Experience supporting multiple projects and outcomes at the same time.
- Ability to quickly and independently produce a professional work product.

To Apply

This full-time position is based in the Merrifield, Virginia, office. However, through December 31, 2020, the Institute has established a work remote structure due to COVID-19. This is subject to change based on new and changing information.

Applicants should submit a cover letter, resumé, two writing samples, two design samples, and three references to Kenneth Hadley at Applications@TraffickingInstitute.org. Applications will be accepted until the position is filled.