



## POSITION DESCRIPTION

### Deputy Director of Communications

June 2026

#### About Every Texan

Every Texan believes that social justice requires public policy. Since its founding in 1985, Every Texan (formerly the Center for Public Policy Priorities) has leveraged public policy to expand opportunity and equity for Texans of all backgrounds.

Even though our state has enough resources for everyone to thrive, too many Texans can't access the conditions they need to do so. That's where we come in. We research, analyze, and advocate for public policies to achieve equitable access to quality health care, food security, education, and good jobs.

#### About the Role

The Deputy Director of Communications develops and deploys strategic communications plans to advance Every Texan's mission. As a member of the organization's Communications and Advocacy team, the Deputy Director designs integrated, culturally responsive tools that support statewide campaigns, advocacy efforts, and community engagement.

This person understands how to build communications that resonate across a broad spectrum of audiences. Working with the Senior Director of Communications and Advocacy, the Deputy Director strengthens communications loops and connections between the organization and everyday Texans who experience the impacts of policy. In a rapidly changing and evolving Texas, this teammate is flexible, organized, and adaptive. The Deputy Director shares Every Texan's deep commitment to creating pathways to policy advocacy, breaking down systems of inequity, and advancing social justice through durable policy change.

#### Roles and Responsibilities

##### **Strategic Communications**

The Deputy Director facilitates communications strategies for Every Texan and will:

- Support the creation and implementation of comprehensive communication plans and advocacy campaigns for target audiences;



- Understand and shape policy outcomes and public narrative through promoting policy analysis and data publications, reacting and responding to breaking news, and strategically seeking media opportunities;
- Assist efforts to evaluate and demonstrate the impact of Every Texan’s work through surveys, media briefings, and other outreach events;
- Implement rapid response communications to alert Texans about relevant policy changes;
- Write, edit, and publish press releases, press advisories and statements, and organizational statements;
- Oversee the maintenance of media contact lists and facilitate cross-team media strategy;
- Assist colleagues in building their communications skills, including but not limited to media trainings.

### **Editorial Strategy**

The Deputy Director supports the editorial integrity of Every Texan’s publications and communications tools, and will:

- Monitor state-wide and national trends for opportunities to shape conversations related to our policy areas, helping build organization visibility and thought leadership;
- Create media-ready content and calibrate collateral for streamlined amplification across platforms, including journalism outlets;
- Review, edit, and publish products, including: reports, issue briefs, blogs, email blasts, StoryMaps, data briefs, and more;
- Create, manage, and distribute print and web content to ensure clear, compelling, and consistent storytelling;
- Codevelop and lead the execution of legislative and organizational email strategies to cultivate and increase readership and engagement using relevant tools including but not limited to Axios, Salsa, and other CRMs;
- Manage and support specialized websites and projects as needed;
- Regularly survey the communications and narrative ecosystem to monitor rapid response opportunities, ensuring Every Texan’s message, narrative, and communications remain relevant within a dynamic political environment.



## **Project Management**

The Deputy Director works closely with the Senior Director of Communications and Advocacy to facilitate complex work plans, and will:

- Lead coordination among team members and external support agencies to design, produce, and publish collateral for digital platforms and in-person events, keeping projects on scheduled timelines and ensuring all related components are in place;
- Manage the coordination of multiple projects and deliverables on varied and overlapping publication schedules both within the organization and for fee-for-service clients;
- Liaison with contracted partners providing web design and with creative services firms;
- Support correspondence and collaboration with Communications leads at partner organizations for joint publications, promotion, and campaigns.

## **Required Qualifications**

Note: The required qualifications detail the performance record and combination of education, skills, and experience necessary. We understand that strong candidates will not meet every preferred qualification and encourage all those who are interested and meet the required qualifications to apply.

- 5+ years of work experience in media or writing
- 1-3 years of project management or team leadership experience
- Experience developing effective relationships across organizational teams and hierarchies, and with people of all backgrounds
- Demonstrated ability to think strategically and consistently develop ideas from conception to implementation
- Excellent writing and editing skills; especially the ability to explain complex issues clearly, review material with an exact eye towards accuracy, brevity, and with cultural responsiveness
- Demonstrated ability to quickly turn around compelling copy in an authentic voice that mobilizes different audiences: stakeholders, individual donors, newsletter audiences, web-readers, public, and more
- Strong organizational skills, including the ability to prioritize and manage multiple tasks in varied phases of concurrent development



- Keen attention to detail with demonstrated experience copy editing complex publications including copy, visual elements, and linked resources
- AP Style Proficiency
- Technical/Program proficiency: Canva, WordPress, ArcGIS StoryMaps, Meltwater, and Social Media Platforms

## Preferred Qualifications

- 2-4 years of full-time experience in the nonprofit sector or in media, news, or public affairs
- Basic knowledge and understanding of the Texas Legislature and the Texas policy landscape
- Proficiency in a Customer Relationship Management System (e.g., Salsa, Every Action, Monday)
- Fluency in metric tracking platforms (Google analytics, Meltwater, etc.)
- Awareness of and proficiency in ADA compliant graphic design and document delivery
- Bilingualism

## Status

- Full-time
- Permanent
- FLSA Exempt

## Working Conditions & Physical Requirements

- This role is primarily remote, with periodic in-person meetings in the Austin metropolitan area. Candidates must reside locally and be able to travel to nearby meeting locations as needed.



- The position involves extended periods of computer-based work, participation in virtual and in-person meetings, and regular communication (both verbal and written).
- Occasional lifting or transporting of materials (up to approximately 25 pounds).
- We recognize that there are many ways to successfully perform this work. If you are excited about this role but your experience or abilities don't match every listed expectation exactly, we encourage you to apply. Every Texan is committed to providing reasonable accommodation and creating an inclusive environment where all employees can thrive.

## Compensation & Benefits

- **Salary: \$68,000 – 80,000**
- **Comprehensive benefits package**
- **Eligible for union membership; bargaining unit position**

## How to Apply

Please email (**subject line: Deputy Director of Communications**) a cover letter, writing sample (500 words max), and resume to [apply@everytexan.org](mailto:apply@everytexan.org) by **June 22, 2026**.

The cover letter should describe your interest in the position and include an explanation of your connection to Every Texan's mission, how your experience meets the minimum qualifications, and how you are prepared for the responsibilities outlined in the job description.

Your writing sample should show that you can write about complex content in a way that is targeted to readers who do not know about the topic (i.e., simple, clear, concise).

Please email applications with attachments in Microsoft Word or PDF format only. We do not accept phone inquiries regarding the position. Applications will be reviewed on a rolling basis. Thank you!

## Every Texan is an equal opportunity employer.

Qualified applicants are encouraged to apply regardless of race, color, religion, national origin, sex, age, marital status, sexual orientation, gender identity or expression, pregnancy, childbirth or related medical conditions, veteran status, uniform service member status, disability, LGBTQ or any other characteristic protected by law.

If you require assistance or reasonable accommodation during the application or interview process, please contact HR at [apply@everytexan.org](mailto:apply@everytexan.org).