



POSITION DESCRIPTION

Communications Associate

July 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 Communications Associate is a member of the Communications & Advocacy Team, which stewards the organization's brand and helps get our expert analysis and research in front of the right audiences. The Communications Associate works closely with all members of the Communications & Advocacy Team, Legislative & Policy, and Research & Data Teams. Reporting to the Senior Director of Communications & Advocacy, this person will flex their creativity, implementing tactics to develop compelling content in various formats for a wide variety of audiences.

The ideal candidate is a content whiz who understands the power of storytelling, graphic design, visual/video content, and social media as tools to build relationships, raise awareness, champion a brand, and mobilize people around shared values and goals. This person has a keen eye for detail and the ability to craft content that resonates with everyday Texans. This teammate is creative, takes initiative, adapts quickly to changing priorities, and can balance multiple projects of varying scopes. This person should be ready to work quickly across teams, absorb project concepts quickly, and translate complex ideas into digestible and accessible messages and content. This person shares our deep commitment to breaking down systems of inequity and advancing social justice through public policy.

Roles and Responsibilities

Content Creation + Graphic Design

The Communications Associate will work with team members across the organization to:

- Create compelling video (primarily short-form) and graphic content for social media and the web



- Co-create and manage a multimedia content calendar to support team, campaign, and organization goals
- Manage content promotion scheduling for blogs, reports, and social content across platforms
- Design reports, toolkits, slide decks, policy briefs, fact sheets and other resources under 5 pages (digital and print)
- Format and/or design white papers, digital ads, flyers, and more
- Maintain consistent brand and messaging guidelines across platforms

Website Management

To maintain the organization's web presence, the Communications Associate will:

- Coordinate and publish written publications with a keen eye for AP Style, including policy reports and briefs, presentations, and other materials for publication
- Monitor and maintain the Every Texan website, ensuring current and accurate content in alignment with brand and messaging guidelines
- Act as key point of contact for website contractor to manage and report large-scale site changes as necessary
- Track and analyze metrics on Google Analytics to identify actionable areas of strength and improvement

Collateral-Driven Community Engagement

As assigned, the Communications Associate will work together with strategic campaigns and engagement team members to:

- Engage stakeholders, influencers, and partners through social media to grow and mobilize Every Texan's base of supporters
- Monitor statewide and national trends for opportunities to shape content related to our policy areas and help build organizational visibility and thought leadership
- Watch legislative proceedings and other high-profile events, whether in-person or online to create and curate real-time content (i.e., video, live tweets, etc.) as needed
- Manage content promotion for blogs, reports, campaigns, action alerts, and more via social media and digital correspondence systems
- Analyze content performance across platforms to identify actionable areas of strength and improvement



- Assist in executing capture and live promotion of virtual and in-person events in real time, for posting across all social media channels
- Maintain file storage and organization of campaign assets, collateral elements, and raw content for the organization

General Communications Duties

As part of the team, the Communications Associate will:

- Work collaboratively with staff to develop and execute communications plans and campaigns to advance our policy goals and expand Every Texan's audience
- Manage a versatile workload that spans rapid-response items to long-term campaigns, written and graphic materials, and both digital and print products
- Other duties as needed

Qualifications

We understand that some great candidates will not meet every qualification on this list. We encourage those interested in the position to apply, even if you're missing some of the items mentioned below.

Required qualifications:

- Demonstrated experience in social media community management
- Skilled storyteller with demonstrated experience in content creation, design, and editing programs
- At least three years of professional or other relevant experience with communications, journalism, social media, public relations, public policy, or a field related to current movements for progressive social change, electoral work, or issue campaigns (a college degree is not required if the candidate has demonstrated relevant experience)
- Sharp critical thinking and the capacity to research and understand policy-related terminology
- Excellent writing and editing skills, especially the ability to explain complex issues clearly, review material with an eye towards accuracy, brevity, and cultural relevance, and the ability to quickly turn around compelling copy in an authentic voice that mobilizes our audiences
- Excellent time-management and organizational skills
- Must be able to meet deadlines and effectively manage multiple tasks during high-intensity periods, including the Texas Legislative Session and active campaigns



- Strong familiarity with design and web programs including Canva, WordPress, and Adobe Creative Suite.

Preferred Qualifications:

- Bilingual fluency (speaking, reading, writing), Spanish preferred
- Working knowledge of AP Style
- Advanced experience with paid digital programs such as Facebook ad campaigns
- Experience with Google Analytics, Meltwater, and Sprout Social
- Experience in web design or history building microsites to serve organization and campaign objectives
- Working knowledge of SEO

Status

- Full-time (40 hours a week)
- Permanent
- FLSA Exempt

Working Conditions & Physical Requirements

- This role is Austin-based and primarily remote, with periodic in-person meetings. Candidates must reside locally and be able to travel to nearby meeting locations as needed. Occasional travel may be required.
- 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: \$56,500-60,500 annually



- Comprehensive benefits package
- Eligible for union membership; bargaining unit position

How to Apply

Please email (subject line: **Communications Associate**) a cover letter, writing and/or design sample, and resume to apply@everytexan.org by **August 10, 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). If a portfolio of your design work is available, please provide three work samples. Please email applications with attachments in **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.