



## COMMUNICATIONS DIRECTOR/POLICY RESEARCHER POSITION DESCRIPTION

**Position title:** Communications Director/Policy Researcher

**Positions reporting to occupant:** None

**Position reports to:** Research Director and President, Wisconsin Policy Forum

**Location:** Madison office

**About the Wisconsin Policy Forum:** WPF was created in January 2018 with the merger of Wisconsin's two most respected public policy research organizations: the Madison-based Wisconsin Taxpayers Alliance and the Milwaukee-based Public Policy Forum. With offices in both cities, WPF is dedicated to providing informed, objective, and nonpartisan analysis of policy and fiscal issues that impact state and local government and school districts. The organization maintains a healthy endowment and enjoys strong financial stability. It is led by an engaged 14-member Executive Committee and a 75-member Board of Directors made up of business, government, and community leaders from across Wisconsin.

**Position description:** The Communications Director/Policy Researcher will play a key role in producing and disseminating the organization's research on state and local issues in Wisconsin. He or she will develop and implement communications strategies to maximize public consumption of the organization's research products, and will serve as one of the primary spokespersons for the organization and as the primary contact for media inquiries. The individual selected for this position also will serve as a primary and secondary researcher for certain journalistic policy research projects and will play a primary role in editing the content of other researchers.

**Responsibilities include:**

- Writing media releases and crafting communications strategies for all WPF research products involving both traditional news media and social media.
- Fielding phone and email inquiries from statewide media; providing and coordinating media interviews.
- Developing and maintaining relationships with statewide media, including the Capitol press corps, as well as with state officials, statewide local government organizations, and other constituencies.
- Crafting social media posts and strategies and helping develop multimedia pieces.
- Serving as one of the primary copy editors for all published work and external communications.
- Leading or contributing to all of the organization's varied writing responsibilities, including both research products and public relations and membership communications (such as newsletters and annual reports).

- Researching, writing, and designing shorter policy research products under the WPF brand, including policy briefs and magazine-style publications. In addition, the communications director will write for other publications that solicit guest columns and other contributions from WPF.
- Preparing or helping prepare data visualizations to help describe and interpret findings of analyses.
- Communicating with WPF members and key policy audiences outside the media, including elected officials, government agency staffs, and association leaders; and representing the WPF in a professional manner as an attendee and presenter at community events, public meetings and hearings, and conferences.

**Qualifications:**

- Bachelor's degree in a related field, such as journalism, public relations, public policy, and public administration.
- At least 2-4 years of related experience; direct experience in print or broadcast journalism or government communications strongly preferred.
- Exceptional writing/editing and verbal communication skills.
- Some data analysis and Excel skills preferred.
- Demonstrated knowledge of public sector finance issues and state and local government.
- Demonstrated knowledge of basic public policy research principles and research design.
- Ability to work with a variety of stakeholders and audiences.
- Ability to work independently, as a member of a team, and as a leader and manager. WPF values and works hard to maintain a productive, respectful, and collegial staff culture. All positions require a positive, "can-do" demeanor.
- Commitment to WPF's mission as a reliable, objective, nonpartisan research organization.

**Compensation:** A salary starting in the \$60,000 to \$68,000 range will be offered based on the qualifications and experience of the successful applicant. Available benefits include health/dental/vision insurance package, employer-paid life/disability coverage, employer-paid parking, and a generous matching 401(k) program. The Wisconsin Policy Forum is an Equal Opportunity Employer.

**How to Apply:** Interested applicants should send a resume and cover letter via e-mail to Jason Stein, research director, at [jstein@wispolicyforum.org](mailto:jstein@wispolicyforum.org).