



Communications & Engagement Associate

Full-Time, On-Site

Based in Alexandria, VA

Position Description

The Communications & Engagement Associate supports CPJ's mission by connecting audiences with the organization's work through compelling communications and meaningful engagement opportunities. This role leads CPJ's social media presence, coordinates communications for events and webinars, develops and implements branded communications using established visual standards, and captures stories that demonstrate the organization's impact.

Working closely with the Director of Communications, Managing Editor, and Digital Communications Associate, this position helps ensure CPJ's communications are engaging, consistent, audience-centered, and aligned with the organization's strategic priorities.

The Center for Public Justice

The Center for Public Justice (CPJ) is a nonpartisan, independent, Christian civic education and policy organization whose mission is to serve God by equipping citizens, developing leaders, and shaping policy to advance justice for the transformation of public life. A commitment to Christ in all that we do is essential to the fulfillment of CPJ's mission; therefore, any interested candidate must be able to demonstrate their faith commitment in practice and explain how they envision their faith connecting with their role at CPJ.

Key Responsibilities

Social Media and Audience Engagement

- Lead the day-to-day management of CPJ's social media platforms.
- Develop, schedule, and publish social media content that supports organizational priorities, campaigns, publications, fellowships, and events.
- Collaborate with the Director of Communications to implement social media strategies that increase awareness, engagement, and audience growth.
- Monitor social media engagement and interact appropriately with CPJ's online communities.
- Track social media performance and recommend opportunities for improvement based on analytics and audience trends.

- Stay informed about emerging trends and best practices in social media communications.

Storytelling and Content Promotion

- Identify and capture stories from CPJ programs, fellows, partners, donors, and participants that demonstrate organizational impact.
- Develop audience-focused promotional stories and communications content that highlight CPJ's mission, impact, and organizational priorities across digital channels.
- Partner with program staff to gather testimonials, photography, and communications assets throughout the year.
- Adapt editorial content into engaging promotional content for social media, campaigns, and organizational communications.
- Promote publications, reports, fellowships, webinars, podcasts, and other organizational initiatives across communications channels.
- Maintain an organized library of photos, stories, testimonials, and communications assets.

Events, Webinars, and Audience Engagement

- Lead communications for CPJ conferences, webinars, fellowship events, donor gatherings, and other organizational events from promotion through follow-up.
- Develop and implement communications plans that drive registration, participation, and audience engagement before, during, and after both in-person and virtual events.
- Coordinate event communications timelines with program teams and the Digital Communications Associate to ensure timely and consistent messaging.
- Manage attendee communications, promotional materials, registration messaging, and audience-facing communications for webinars and events.
- Provide communications support during events and webinars, including live social media coverage, photography, participant engagement, and story collection.
- Coordinate post-event communications, including follow-up emails, resource distribution, audience engagement, and promotional content that extends the impact of the event.

Brand and Creative Production

- Create and adapt branded communications materials using established templates and visual guidelines.
- Produce graphics for social media, presentations, events, digital campaigns, and organizational communications using Canva and approved design tools.
- Coordinate print production for communications materials as needed.
- Ensure visual consistency across communications channels and organizational materials.
- Collaborate with external designers or creative agencies on larger creative projects as directed.

Program and Organizational Communications

- Partner with program directors to identify communications opportunities.
- Support organization-wide communications initiatives and campaigns.

- Collaborate with the Managing Editor to promote editorial content across CPJ's communications channels.
- Serve as a communications liaison to assigned programs, helping identify communications opportunities and ensuring timely promotion of organizational initiatives.
- Work closely with the Digital Communications Associate to ensure consistent messaging and coordinated campaign execution across all communications platforms.
- Assist with additional communications projects and organizational priorities as assigned.

Expectations

The Communications & Engagement Associate will:

- Foster meaningful engagement with CPJ's audiences through thoughtful, mission-centered communications.
- Build strong relationships with program staff to identify stories, communications opportunities, and audience engagement strategies.
- Manage multiple communications projects simultaneously while meeting deadlines in a collaborative, fast-paced environment.
- Demonstrate creativity while maintaining consistency with CPJ's established brand standards and messaging.
- Take initiative in identifying opportunities to promote CPJ's work across communications channels.
- Represent CPJ professionally at conferences, webinars, organizational events, and public engagements.
- Capture compelling stories, photography, and communications assets that demonstrate CPJ's mission and impact.
- Maintain exceptional attention to detail while balancing creativity with organizational priorities.

Preferred Qualifications

- Experience working in a nonprofit, higher education, public policy, or faith-based organization.
- Experience managing organizational social media accounts and developing engaging digital content.
- Experience coordinating communications for conferences, webinars, campaigns, or organizational initiatives.
- Experience supporting donor engagement or fundraising communications.
- Familiarity with social media analytics and content planning tools.
- Experience creating branded communications materials using Canva or similar design platforms.
- Experience with photography, basic video editing (for web and social), or multimedia storytelling.
- Experience collaborating with external vendors, photographers, designers, or creative partners.

- Experience with project management tools such as Trello or similar platforms.

Experience

- 2–4 years of experience in communications, nonprofit communications, marketing, public relations, or a related field.
- Experience managing social media platforms and developing audience-focused content.
- Experience creating communications materials using Canva or similar design platforms.
- Experience supporting conferences, webinars, or organizational events through communications and promotion.
- Demonstrated ability to manage multiple communications projects simultaneously while maintaining accuracy, creativity, and attention to detail.

Education

Bachelor's degree in communications, marketing, journalism, public relations, English, digital media, or a related field preferred. Equivalent professional experience may be considered in lieu of a degree. Familiarity with public policy and faith-based organizations is a plus.

Salary and Benefits

The salary range for this position is \$55,000-\$68,000, depending on experience and skill. CPJ offers a generous benefits package which includes: 100% paid medical, dental, vision, short- and long-term disability insurance and EAP; 16 paid holidays; paid family medical leave; two weeks of paid discretionary leave (three weeks after the first year of employment); and a flat/non-matching employer contribution to a 403(b) retirement plan of 3% of the annual salary. This position is hybrid-eligible, meaning up to two weekly telework days (Mondays and Fridays) are available. CPJ has daily core hours from 10am–3pm Eastern; the Communications & Engagement Associate is eligible to request a formal flexible work agreement for the remaining daily hours.

To Apply

To apply, please submit a cover letter, a resume, along with three references, including one who can speak to your spiritual maturity to Ally Harnsberger at hr@cpjustice.org. We will acknowledge receipt of your materials; please no email or phone call follow-ups.