



# Tax Foundation Job Announcement

## Marketing Associate

### About the Tax Foundation

We're an 80-year-old nonpartisan, non-profit located steps away from the White House in Washington, DC. We regularly work with policymakers on both sides of the aisle to help fix problems in national and state tax codes and by focusing on effective policies instead of politics, we have curated a reputation as one of the most effective policy think tanks in the nation. We use our research and analysis to bring tax changes to the national spotlight, foster competition between the states, and advise policymakers on how to improve their tax systems. In 2017, our work was cited in 41,052 news articles, including the largest national outlets and the papers of record in all fifty states. We produced over 70 major reports and our website got a record 18.8 million views.

### Job Overview

Tax Foundation seeks an Associate to join our marketing team. The team helps our economists and policy analysts communicate the ideas of sound tax policy to legislators, the media, and the general public. The main task of the Marketing Associate will be to draft and distribute high-quality and timely analysis via e-mail, social media, advertising, events, and other digital and print campaigns.

Here are a few regular duties that can be expected:

- Track media hits
- Design and distribute e-mails for targeted outreach
- Draft social media posts for Twitter, Facebook, and LinkedIn, monitor each social network, and help develop creative ways to engage and add followers
- Record and analyze trends in media, social media, and website analytics to derive clear, actionable metrics for our team
- Build social media and PPC ad campaigns
- Maintain a large database of newsletter subscribers, media, and legislative contacts
- Assist in organizing and promoting legislative events on Capitol Hill and throughout the states
- Participate as a member of our marketing team, discussing the organization's promotional strategy

### Ideal Skill Sets

- 1-2 years of experience in communications, public relations, marketing, or a similar field
- Able to organize, manage time, and balance a diverse workload under pressure while maintaining quality, clarity, and creativity. Solution-oriented, detail-oriented, and good judgment.
- Knowledgeable of marketing and communications best practices and industry trends
- Able to work well in teams
- Bonuses: experience with Google Analytics suite, MailChimp, AP style, social media ad platforms, frontend development, graphic design

### Benefits

Salary range is \$44,000 to \$50,000, depending on qualifications and experience. Benefits include HSA-based health coverage (TF covers an amount equivalent to three-quarters of the silver-level premium and deposits the amount of the deductible into the HSA), dental and vision coverage, life/AD&D/LTD insurance, 12 holidays per year, 15 vacation days per year, sick leave, early release on Fridays, and a generous 401(k) retirement plan (100% match on first 5%).

### Applying

Submit cover letter and resume to Mr. Joseph Bishop-Henchman, Executive Vice President, Tax Foundation, at [henchman@taxfoundation.org](mailto:henchman@taxfoundation.org). The cover letter should demonstrate informed interest in our organization. The position is open until filled. The Tax Foundation is an equal opportunity employer. EOE/M/F/D/V

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