



Job Title: Digital Communications & Design Specialist

Location: Richmond, Virginia

Position Type: Full-time

Salary Range: \$53,000 – \$60,000

About the Virginia Poverty Law Center (VPLC)

Virginia Poverty Law Center (VPLC) is a statewide nonprofit dedicated to breaking down systemic barriers that keep low-income Virginians in poverty through advocacy, education, and litigation. Since 1978, VPLC has worked alongside legal aid programs, community organizations, and private attorneys to expand access to justice and essential services.

About the Position

The Digital Communications & Design Specialist supports Virginia Poverty Law Center’s mission by executing high-quality digital content that advances advocacy, public education, and engagement across Virginia.

This role is focused on **content creation and execution**—including graphic design, social media, and digital storytelling—translating complex civil legal issues into clear, accessible, and compelling content for the public.

Working closely with program staff, this position ensures consistent, timely, and mission-aligned communications that support VPLC’s work to remove systemic barriers and expand access to justice for low-income Virginians.

Job Responsibilities

Digital Content & Social Media

- Create, schedule, and publish content across VPLC’s digital platforms (Instagram, Facebook, LinkedIn, X, Bluesky, TikTok, and YouTube) and website
- Translate programmatic and legal content into clear, engaging digital posts
- Maintain a consistent posting schedule aligned with advocacy priorities and campaigns
- Monitor engagement and respond to comments and messages as appropriate
- Identify timely opportunities to contribute to relevant public conversations

Graphic Design

- Design graphics for:
 - Social media campaigns

- Advocacy and legislative initiatives
- Reports, fact sheets, and public education materials
- Email communications and fundraising efforts
- Ensure all materials align with VPLC’s brand, tone, and accessibility standards
- Create templates to support consistency and efficiency across teams

Video & Multimedia Production

- Produce short-form video content for social media and campaigns
- Edit video and audio content for digital distribution
- Capture content at events, community engagements, and advocacy activities as needed

Email & Website Support

- Format and support digital communications including routine e-newsletters, action alerts and campaign emails
- Assist with website updates and content posting
- Repurpose content across platforms to maximize reach and impact

Collaboration with Program & Leadership Staff

- Work with attorneys and program staff to translate subject matter expertise into public-facing content
- Support leadership messaging by preparing and formatting content for distribution
- Coordinate content needs across departments to ensure alignment and timeliness

Campaign & Advocacy Support

- Support digital campaigns tied to legislative priorities and advocacy initiatives
- Develop social media toolkits and shareable content for partners and stakeholders
- Assist in amplifying key moments, including legislative sessions, reports, and events

Qualifications

Required

- 1-3 years of experience in digital communications, graphic design, or related field
- Strong design skills using tools such as Canva, Adobe Creative Suite, or similar
- Experience managing social media platforms and creating digital content
- Strong writing and editing skills, with the ability to simplify complex topics
- Highly organized with the ability to manage multiple priorities and deadlines
- Demonstrated ability to follow through, meet deadlines, and respond to requests in a timely manner

Preferred

- Experience in advocacy, legal services, or public policy environments
- Experience with email marketing platforms and website content management systems, such as EveryAction and WordPress
- Basic video production and editing experience
- Familiarity with accessibility and plain language communication practices

A Note to Potential Candidates: Studies have shown that women, trans, non-binary folks, and BIPOC are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. We are committed to building a diverse and inclusive organization, and strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described. People with lived experience with Medicaid, SNAP, TANF, and/or other public benefits are also strongly encouraged to apply.

Salary and Benefits

The salary for this position ranges from \$53,000 - \$60,000 annually. Placement within the salary range will be based on factors such as relevant experience, budget, and internal equity.

We offer an outstanding benefit package which includes:

- Generous paid time off every year.
- 90% employer paid health, dental, and vision insurance, for employees and 80% employer paid for their families.
- 403(b) retirement plan with 6% employer contribution (no required match).
- Potentially eligible for student loan repayment assistance.
- Strong commitment to professional development.
- Financial assistance with relocation to work in our Richmond office.

To apply:

To apply, please email your cover letter and resume to hring@vplc.org. In your cover letter, please share briefly what draws you to VPLC's mission and work.

Submission deadline:

Applications will be accepted on a rolling basis until the position is filled; however, priority review will begin on **June 22, 2026**.

The Virginia Poverty Law Center provides equal employment opportunities to all applicants and employees and strictly prohibits any type of harassment or discrimination in regard to race, religion, age, color, sex, disability status, national origin, genetics, sexual orientation, protected veteran status, gender expression, gender identity, or any other characteristic protected under federal, state, and/or local laws.