

DLCC: Communications Director

Be a part of the team that will be instrumental to the Democratic Legislative Campaign Committee (DLCC) taking back our state legislatures and—by winning crucial redistricting fights—remaking the U.S. Congress to re-enfranchise millions of voters and end the GOP single party rule that’s paralyzing our government.

Our task is no less than to teach a generation of voters about the central role their state legislatures play in their day-to-day lives, and in the shaping of the country.

The mission is to win Democratic majorities and build Democratic power in state legislatures.

Role

The Communications Director is responsible for driving and implementing the communications strategy and planning for DLCC. The Communications Director creates, leads and directs all communications efforts for the organization. The Communications Director serves on the DLCC Leadership Team, and in coordination, will establish and execute organization-wide communications priorities, messaging, processes, products and strategies.

The Communications Director reports to the Deputy Executive Director & COO. This position is located in Washington, DC.

The Communications Director is expected to model the values of DLCC:

- Transparency
- Credibility
- Initiative
- Teamwork
- Focus on Results

Responsibilities

- Responsible for aligning team’s overall objectives with organizational goals, ensuring achievement of goals, and managing performance;
- Develop, implement, and lead a comprehensive effective, targeted communications, and media strategy;
- Manage all media relations and communications, including growing the DLCC network and relationships with influential media in critical markets by proactively developing and managing relationships with national reports, TV bookers, and key media markets;
- Serve as an on the record spokesperson for the organization;
- Manage media and communication relationships with external partners and progressive groups;

- Identify opportunities for promotion on DLCC both in the media and with new audiences;
- Respond strategically to news of the day for maximum exposure;
- Ensure smooth processes, preparation for message briefings for DLCC principals for interviews and on-the-record work; prep and staff principals as needed for media interaction;
- Work with Political Department to assist with campaign communications efforts;
- Develop, orchestrate, and lead DLCC's press events;
- Manage creation of internal and external materials, including talking points, statements, press releases, press notes, memos, and videos;
- Support Executive Office with Board of Directors management when needed;
- Oversee the process of speechwriting and speech press processes for internal principals and external ambassadors;
- Ensure organizational and brand consistency, including copy approvals;
- Approve all DLCC copy including, emails and digital posts, marketing materials, and events language;
- Other duties as assigned.

Expected Outcomes

- DLCC message and brand is guided by a strategic communications plan.
- DLCC is recognized as the authority on state legislative campaigns and caucuses.
- DLCC has a shared language for how we talk about what we do and who we are.
- DLCC is recognized by DC influencers as a key contributor to the rebuilding of the Democratic Party.
- DLCC contributions to building state power are recognized.
- DLCC digital and finance teams have the tools to communicate DLCC's brand and message effectively to their respective communities.
- DLCC is driving the state legislative message as it relates to legislative campaigns and redistricting.

Qualifications

- 7-10 years of experience in communications strategy and planning.

How to Apply

Salary to commensurate with experience and qualifications. In addition, the DLCC offers a generous benefit package as well.



Please submit a cover letter, resume, and professional references to jobs@dlcc.org by June 9, 2017. Please reference "Communications Director" in subject line. Please indicate where you found this posting. No calls please.

The Democratic Legislative Campaign Committee (DLCC), is committed to diversity among its staff, and recognizes that its continued success requires the highest commitment to obtaining and retaining a diverse staff that provides the best quality services to supporters and constituents. DLCC is an equal opportunity employer and it is our policy to recruit, hire, train, promote and administer any and all personnel actions without regard to sex, race, age, color, creed, national origin, religion, sexual orientation, gender identity or expression, physical or mental disability, personal appearance, marital status, family responsibilities, genetic information, or any other legally protected basis. DLCC will not tolerate any unlawful discrimination and any such conduct is strictly prohibited.

