

Associate Director, Strategic Communications

Washington, D.C.

Position Summary

The Campaign Legal Center (CLC) is seeking an experienced communications professional to serve as the organization's Associate Director, Strategic Communications. Reporting to the Director, Strategic Communications, the Associate Director will be responsible for the organization's reporter relationships and will create and implement comprehensive national and state communications strategies around CLC's democracy reform litigation and policy programs.

The Associate Director will serve as a thought partner to the Director and support day-to-day management of the organization's communications functions, including both press and digital outreach. The position requires strategic thinking, innovative ideas, an entrepreneurial spirit, exceptional writing skills, and the ability to convey complex ideas clearly using consistent messaging and storytelling tactics.

Key Responsibilities

- In conjunction with the Director, draft strategic media plans surrounding CLC's litigation and policy programs, educating on voting rights, money in politics and democracy reform solutions while advancing CLC's organizational goals
- Draft and edit accessible and message-driven communications content for press and digital platforms such as press releases, blogs, media advisories, talking points, speeches, opinion pieces, web content, one-pagers, scripts, social media content and e-newsletters and email campaigns
- Contribute to the management of the organization's editorial calendar, including identifying opportunities to create and release content
- Serve as the organization's primary liaison with members of the media
 - Maintain and continuously update reporter lists
 - Effectively pitch and place stories and op-eds in traditional media outlets
 - Elevate CLC experts in the media
 - Expand and interest new media outlets to cover democracy issues
 - Respond to media calls and provide research and on background information to reporters as needed
 - Serve as a CLC on-the-record spokesperson, as needed
- Track media hits, and flag hits for dissemination on social media platforms, for rapid response or blog ideas
- Prep and coach spokespersons for media interviews
- Manage and execute events such as press conferences, media availabilities and editorial board meetings
- Conduct media training for staff and develop "best practices" materials

Qualifications

- At least 5 years of professional experience in media, strategic communications or public relations

- Experience working on issue-based advocacy campaigns; experience with democracy reform and money in politics issues preferred
- Exceptionally strong writing skills and experience communicating complex issues to varied audiences
- Experience working with the media and cultivating relationships with print, radio, television and online journalists
- Experience crafting social media messages, and promoting issues through social media required
- Strong interpersonal skills and an ability to work collaboratively with others in a team environment
- A demonstrated interest in reforming our democracy
- Experience using Mail Chimp or other email marketing system
- Graphic design skills a plus, not required

To Apply

Please upload your cover letter, resume, and two writing samples online [here](#).

CLC is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, sexual orientation, gender identity, veteran status, height, weight, or marital status in employment or the provision of services and benefits.