



Position: Communications Director

Employment Type: Full-time

Location: Richmond, Virginia

Reports to: Executive Director

Start Date: October 2022

The Virginia Senate Democratic Caucus (VSDC) is seeking a pro-active, dynamic, enthusiastic, flexible individual to serve as its Communications Director. The Communications Director is in charge of all communications including social media accounts for the caucus. The ideal candidate will have a personal and professional passion and commitment to improving the economic, educational, political and social conditions of all Virginians, and at least two years in a communications role in Democratic politics. The Communications Director should also have the ability to collaborate with and mobilize the 21 VSDC members and their respective staffs based on the caucus' strategic priorities. Applicants should be prepared to work long hours at peak times, be based in Richmond, and have access to transportation. This is a senior staff level position.

Job Duties and Requirements

The VSDC takes an integrated approach to job duties and responsibilities. First and foremost, we seek someone who is in alignment with our mission of serving all Virginians. General skills we are looking for include **excellent communication skills, Virginia press corp relationships, and people skills**. Additional job functions include:

- Strategic planning and execution of Caucus message
- Building and maintaining relationships with the press
- Setting up interview opportunities for leadership and members
- Writing copy for internal and external communications (fundraising letters, newsletters, emails, print collateral, website, social media, etc.)
- Developing and executing strategic communications plan within a complex media landscape and a crowded political environment
- Ability to quickly draft written materials, including press releases, op-eds, letters to the editor, talking points, and speeches
- Ability to identify earned media opportunities, as well as plan and execute opportunities
- Maintaining the website, Twitter, Facebook and overall online presence

Qualifications

- 2+ cycles experience in caucus, campaign or political communications
- Strong writing skills, graphic design ability, and experience managing and growing a social media presence
- Ability to continuously scan digital and mainstream reporting and trends, share relevant content internally, and advise on potentially beneficial external responses
- 'On The Record' press relations
- Extensive writing experience in a fast paced environment
- Strong verbal communications skills and demonstrated ability to write clearly and persuasively
- Good marketing sense – developing messages, slogans and tactics that create buzz and draw attention
- Social media and online tools management
- Must be a detail oriented, self-starting professional
- Incredibly well-organized with the ability to meet strict deadlines, and work well under pressure
- Good computer skills and knowledge of database programs
- Must be organized, able to multi-task and to manage multiple deadlines and responsibilities
- Ability to become familiar with Virginia political landscape
- Distill the interests and needs of underrepresented communities and interpret state policies to understand how they will affect those groups on the ground
- Experience in working in flex working environments
- Canva proficiency

Preferred

- Graphic design, InDesign, NGP, Canva, WordPress and HTML knowledge
- Ability to clip and edit videos
- Virginia experience
- General Assembly experience

Computer Skills

Advanced proficiency in Microsoft Office Suite applications including Word, Excel, PowerPoint and a working knowledge of all social media platforms.

Other Requirements

Requires evening and weekend work schedules, as well as periodic travel. Access to the internet, a laptop and a phone is required.

Application Process

This is a full-time, senior staff position based in Richmond, VA or close proximity. Salary commensurate with experience. Full healthcare benefits are provided, including dental and vision. To apply, please send a cover letter, resume, two writing samples (press release and news article published preferred) minimum salary requirement, three references with "Communications Director" in the subject line to info@vasenatedems.com. (Please note e-mail applications are required). Resume reviews begin immediately.

The Virginia Senate Democratic Caucus is an Equal Opportunity Employer/Affirmative Action Employer and does not discriminate in hiring on the basis of race, color, national origin, sex, gender identity, sexual orientation, religion, age, disability, protected veteran status, or any other characteristic protected by federal, state or local law.