



Director of Communications – Full Time

The Director of Communications at the Presidential Precinct is ultimately responsible for consistency and maximum quality in both externally and internally facing content published by the organization.

The DOC is a senior staff member who collaborates closely and frequently with the CEO, staff, and organizational leadership. The DOC leads the ongoing work of ensuring the brand integrity and success of public facing initiatives.

About Us

The Presidential Precinct engages and inspires emerging leaders to address the most pressing challenges in their countries. We seek to draw out the best from these leaders through professional fellowships, leadership exchanges, global forums, and virtual resources with six primary areas of focus: women's empowerment, economic opportunity, good governance, human rights and justice, cultural heritage, and civic engagement.

Over 1,400 leaders from more than 170 countries have joined the Presidential Precinct's programs and returned home to invest their knowledge, expertise, and networks to transform the lives of millions worldwide. The Precinct sits at the center of a five-member consortium, consisting of two premier universities – the University of Virginia and William & Mary – and three internationally renowned historic sites – James Madison's Montpelier, James Monroe's Highland, and Thomas Jefferson's Monticello.

Position Summary

Responsibilities include (1) continuous design and development of the Precinct's brand - specifically through web presence, email and print communications, and alumni storytelling; (2) monitoring and enhancing public opinion on local and international scales - to include regular fostering of working relationships with

media outlets, and; (3) collaborating with individual Precinct staff members to further the illustration of their strategic priorities - to include: leadership of individual program branding, responsibility in presentation materials for the Board of Directors and other stakeholders, and significant contributions in fundraising campaign development.

The Director of Communications will report directly to the Presidential Precinct's President & CEO. This position is full time, but consistent monitoring of Precinct marketing channels is required throughout off-hours.

Primary Responsibilities

- Create an annual content creation schedule and build content throughout the year to support. Key elements include:
 - A monthly newsletter, *The Exchange*, along with any feature or special edition email newsletters
 - An active and consistent social media presence (Facebook, Twitter, Instagram, and LinkedIn)
 - Regular stories of program and alumni impact through film, photography, podcasting, and written articles
 - Regular opportunities in media strategy, to include press outreach, reputation analysis, and drafting of public press releases
- Work with the programs office to develop individual program brands' digital and print materials
- Work with the development office to design and implement fundraising campaigns through digital and print platforms
- Work with the President & CEO to prepare materials for Precinct Board of Directors' meetings and Global Advisory Council meetings
- Maintain presidentialprecinct.org - design of new campaign or program pages, or management of third-party web designers if applicable
- Maintain communications-related licenses and subscriptions for the organization, specifically leading new team member onboarding and annual budget forecasting (e.g. Adobe Creative Suite, Google Admin, Microsoft for Business, Zoom, and Dropbox)
- Engage with the alumni network with the view to highlight the progress and development of network members

- Analyze team priorities and initiatives through a lens of reputation analysis and brand consistency, making sure that internal and external communications are in step with the organization's current strategic plan
- Collaborate with team members on occasional speech writing or general presentation resources

Qualifications

- Bachelor's degree in communications, marketing, or related field and a minimum of five years of relevant work experience or an equivalent combination of training, education, and experience that demonstrates the ability to perform the core job functions
- Demonstrated interest in global development issues or leadership development
- Strong interpersonal skills and cross-cultural competencies
- Experience in both strategy and execution of communications-related initiatives
- Experience managing third-party multimedia vendors
- Working knowledge of the Adobe Creative Suite and a specific creative strength in 2-3 of the following: photography, videography, web design, graphic design, podcasting, or creative writing
- Ability to work a flexible schedule, including weekends, evenings, travel in and outside of Virginia

To Apply

To apply, please send a cover letter and resume to info@presidentialprecinct.org.

Review of applications will begin on January 15th and the position will remain open until filled.

The annual salary will range from \$75-100k, commensurate with experience.

The Presidential Precinct is an Equal Opportunity Employer. For more information, please visit our website at www.presidentialprecinct.org.

We look forward to hearing from you!