

Position: Director of Communications

Reports to: President and CEO

Organization Description: For the last 17 years, the Voter Participation Center (VPC), a nonprofit 501(c)(3) civic-engagement organization, has led the way in harnessing the power of the Rising American Electorate (RAE) – unmarried women, people of color, and young people – as a vital voting bloc. Through direct mail and digital efforts, VPC has registered more than 5.7 million Americans to vote in its history and played a key role in the 2020 elections. VPC has positioned itself as the leading experimental and scientific civic-engagement organization by accumulating more than a decade’s worth of knowledge and experience in registering and turning out the new majority of eligible voters.

VPC’s partner group, the Center for Voter Information (CVI), is a separate but affiliated 501(c)(4) nonprofit that works to engage and persuade both the RAE as well as the broader electorate.

Position Description: VPC and CVI are seeking a full time Director of Communications. Reporting to the President and CEO, the Director of Communications will collaborate with all members of the VPC and CVI teams to ensure a consistent brand voice across internal and external constituencies. The Director of Communications will be responsible for developing and implementing a mission-focused communications strategy which includes all VPC and CVI online, digital and direct mail programs.

Primary Responsibilities

Responsibilities include but are not limited to:

- Develop and implement a dynamic mission-focused communications strategy to improve and increase positive earned media including TV, radio, print and social media
 - Strategy should ensure increased visibility of VPC, CVI and all VPC and CVI programs
- Collaborate with VPC and CVI staff to craft speeches and public presentations in addition to ensuring a consistent brand voice for all communications and marketing materials across a wide range of messages
- Maintain an organization-wide content calendar for all communications and marketing, including but not limited to social media posts and press releases
- Generate all external communication materials including but not limited to social media posts, press releases and op-eds
- Provide copy editing as needed by VPC and CVI team members for materials including but not limited to Board memos and donor communications
- Report on performance of all external communications including website analytics and marketing campaigns
 - Analysis includes success measurements relative to peer organizations
- Respond to and manage all media requests in a timely manner aligned with positive brand voice
- Provide media training, interview preparation, and talking points for VPC and CVI senior staff and Board Members to promote the VPC and CVI brands

- Monitor news mentions of VPC and CVI, share coverage with VPC and CVI teams, and amplify on VPC and CVI channels when appropriate
- Build and maintain relationships with VPC and CVI influencers, a database of media contacts, and a library of media materials
- Manage crisis communications with VPC and CVI senior leadership team and vendors

Education and Experience

- Bachelor's degree in communications, journalism, marketing or a related field
- 7-10 yrs of experience managing communications function of a small to medium sized organization to include planning and execution of communications programs, goal setting, and planning
- Experience managing communications and marketing in a foundation or nonprofit preferred

Job Requirements

The ideal candidate will have:

- Experience on electoral or advocacy campaigns
- Excellent written and verbal communication skills and time-management skills
- Excellent organizational, management, and interpersonal skills and strong research skills
- Advanced skills with social media and website management including databases and CMS
- A temperament that values and genuinely enjoys a highly collaborative and team- oriented environment
- Ability to work independently in a multi-layered team environment fostering positive partnerships, teamwork, and cooperation
- A commitment to erasing the gaps in political participation in this country
- Familiarity with the civic-engagement and progressive political landscape
- A track record of getting results in a fast-paced environment

Salary range \$100,000 to \$110,000. This is a full-time position. Preference for candidates in Washington, DC, once the pandemic is over. Ability and willingness to travel required post-pandemic (0 – 25% of time). VPC/CVI offers an excellent benefits package, including 100% coverage of healthcare premiums.

To apply, email resume, cover letter and at least three professional references to info@voterparticipation.org.
References are not contacted until you are notified.

VPC/CVI is an Equal Opportunity Employer.

We strongly value the leadership of people of color, LGBTQ individuals, and other traditionally marginalized communities, and encourage diverse candidates to apply.