

POSITION DESCRIPTION

U.S. GLOBAL LEADERSHIP COALITION COMMUNICATIONS DIRECTOR

The U.S. Global Leadership Coalition (USGLC) -- a nationwide network of 400 businesses and NGOs; national security and foreign policy experts; and business, faith-based, academic and community leaders who support a “smart power” foreign policy approach of elevating diplomacy and development to build a better, safer world -- is seeking a Communications Director.

This senior-level position will be responsible for developing and implementing a sophisticated communications strategy to amplify the USGLC and its mission. The Communications Director will lead a team to advance our organizational agenda, increase USGLC visibility and expand our constituency base through active media outreach, sophisticated social media strategies and proactive opinion leader communications. The Communications Director will be a key liaison with press, and USGLC leadership on media-related issues. This position will work closely with and support the efforts of the government relations, policy and field teams. The position will report to the Managing Director, reside in Washington, D.C., and supervise two communications associates and communications vendors.

Responsibilities will include:

- **Communications Strategy** – Serve as principle developer of USGLC communications strategy to amplify advocacy efforts and achieve organizational objectives. Develop strategy to engage key audiences with targeted messages.
- **Media Outreach & Opinion Editorials** – Engage national and regional journalists and bloggers, serving as key point person to generate press and attention about the USGLC smart power agenda. Develop opinion editorials and manage process for strategic and timely placement. Organize editorial board meetings and manage development of press releases and statements.
- **Message & Material Development** – Work with senior staff and communications team to develop compelling, timely and customized updates, content, media messages, talking points and materials for an array of audiences. Manage design and production of materials.
- **Digital Strategy and Implementation** – Oversee and develop consistent creative, multi-media content for the USGLC’s website. Maximize social networking tools and implement digital strategy in order to expand and sustain online audience.
- **Manage Communications Team** – Manage two communications associates, web vendor, op-ed writers, and other communications vendors. Provide mentoring, coaching and guidance to staff. Actively participate as a member of the Senior Staff and contribute to organizational goals.

Position Requirements:

The position requires at least 5-7 years of communications and public relations experience and a proven interest in international affairs. Strong public speaking, project management, organizational, writing and interpersonal skills are also required. Advocacy organization and/or Capitol Hill/federal experience a plus. Limited travel is expected. Competitive salary offered, commensurate with experience and qualifications.

To Apply:

Please email cover letter and resume to Beth Fellman at jobs@usglc.org. Please reference “Communications Director” in the subject line. Short listed candidates will be contacted. No calls please.