

AMERICANS FOR PROSPERITY FOUNDATION™

2111 Wilson Boulevard, Suite 350 • Arlington, VA 22201 • 703.224.3200 • Fax: 703.224.3201

POSITION DESCRIPTION

Position Title:	Director of Communications	Department:	Communications
Reports To:	Executive Vice President	FLSA Status:	Exempt
Location:	National Office, Arlington, VA	Date Revised:	June 12, 2010

SUMMARY:

The Communications Director will develop and implement the overall communications strategy for Americans for Prosperity and Americans for Prosperity Foundation. While working with other department managers and the senior management team, the candidate will make recommendations and implement the communication strategy for all national projects. The director will establish and cultivate relationships with the news media and will formulate, draft, edit and pitch various forms of communication. Reporting to the Executive Vice President, the director will also manage the communications team.

ESSENTIAL RESPONSIBILITIES:

- Identify strategic media outreach opportunities to enhance coverage for AFP Foundation and AFP with earned media including television, print, radio and online media
- Cultivate and manage relationships with media and outside PR firm. Pinpoint key members of the national media covering AFP and AFP Foundation issue areas and establish working relationships
- Formulate, draft, edit and pitch news releases, opinion pieces, letters to the editor and issue talking points
- Serve as a spokesperson for the AFP Foundation and AFP in the national print, television and radio interviews
- Drive media attendance and organize technical details for national media events such as press conferences, RightOnline, Defending the American Dream Summit and other events
- Monitor AFP Foundation and AFP national media coverage and identify areas for improvement or increased opportunity.
- Identify and develop alliances, coalitions and communications support contacts at other free-market organizations
- Manage the editing and proofreading of all communications materials ensuring that copy adheres to overall messaging and editorial guidelines

- Oversee all communications projects to ensure their timely delivery and high quality
- Recommend and work directly with the Director of Online Strategy on website content and messaging
- Supervise the communications department staff

POSITION REQUIREMENTS:

- Bachelor's degree in journalism, communications, public relations or related field preferred
- Seven plus years directly related to public relations/communications, with at least three years in a strategic role
- Demonstrated aptitude for strategic planning and execution
- Familiarity with free-market policy issues a requirement
- Exceptional writing and verbal skills and thorough understanding of writing/editing for a variety of target audiences
- Knowledge of the systems and procedures involved in operating an effective communications campaign
- Strong project management skills with the ability to organize, schedule and track projects
- Strong interpersonal skills to work with all levels of staff, vendors members and press
- Ability to work independently, as well as collaboratively, in a fast-paced, deadline-driven environment
- A firm commitment to advancing every individual's right to economic freedom and opportunity through free markets
- Integrity, humility, and an entrepreneurial attitude

GENERAL:

Americans for Prosperity Foundation (AFP Foundation) is a 501(c)(3) organization of citizen leaders committed to educating consumers, business owners, and the general public about the value and operation of an open and market-oriented economy that is free of government interference. **Americans for Prosperity** (AFP) is a 501(c)(4) grassroots organization committed to educating and mobilizing citizen leaders interested in understanding and helping solve America's most pressing policy problems while championing the principles of entrepreneurship and fiscal and regulatory restraint.

TO APPLY:

Please submit a cover letter, resume and salary history/requirements to: Heather de la Riva at hr@afphq.org with the position title in the subject line. AFPF is an equal opportunity employer. No phone calls please.