



Communications Director

The Communications Director manages, develops and executes public relations and communications strategies and initiatives.

Full time. In office preferred, hybrid potential

Essential Duties and Responsibilities

Communications:

- Establish and drive multi-channel communications strategies
- Prepare or manage all communications, digital and physical
- Write, design, create, and distribute high-quality communications materials
- Track engagement across various platforms and make data-driven decisions
- Facilitate the creation of the budget for the communications team and ensure compliance

Brand Management:

- Acts as frontline brand manager with advocates in real time and on various web platforms. Includes utilizing applicable staff and volunteers for direct interaction
- Maintain brand voice and integrity across all platforms
- Responsible for tracking and evaluating all online activities of organization
- Work with staff and volunteers to develop and maintain a strategic perspective and use social networking and communications tools in line with ORTL mission
- Research and pursue communications training opportunities for self and appropriate staff

Press Relations:

- Manage ORTL interaction with online, print and broadcast press
- Manage media relations and develop contacts with media members. Includes review of ORTL mentions in media and suggesting corrections if needed.
- Pursue and maximize media opportunities for ORTL
- Develop written press materials – releases, talking points, story pitches – and manage approval process
- Schedule phone and live press interviews
- Facilitate interviews, serve as spokesperson and when required identify internal spokespersons

Desired Competencies and Experience

- Commitment to goals of ORTL (including a commitment to compassionate, nonsectarian dialogue)
- Working knowledge of pro-life topics
- Minimum of a bachelor's degree in communications, political science, journalism, public relations, English, or a related degree
- 3+ years of related experience
- 1+ years of management experience
- Exceptional written and oral communication skills across a wide range of styles and for multiple channels
- Strong interest in complex problem solving
- Consistent exercise of independent judgment, integrity, and discretion in matters of significance
- Strong organizational skills and meticulous attention to detail
- Exceptional interpersonal communication skills
- Must be able to use common software such as Google Suite, Canva, and do online research
- Must have demonstrated knowledge of social networking tools and a good graphic design sense
- >10% travel and irregular hours (evenings and weekends) required
- Experience with WordPress (a plus, not required)
- Experience with Salesforce (a plus, not required)
- Experience with Campaign Monitor (a plus, not required)

Physical Requirements

- Ability to safely and successfully perform the essential job functions
- Ability to lift and carry equipment and supplies
- Ability to listen and speak clearly on the phone

Opportunity

You may be a great candidate who doesn't cover everything described above. If you are interested in this position, please apply and tell us about why you're the best fit.

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