

Communications Director

Summary

The Nevada Assembly Democrats are in search of a Communications Director for the 2019 Legislative Session. Our goal is to build and sustain the Caucus' reputation for being communicative, informative, and on message. Working one-on-one with the press (i.e. press releases, media advisories, press conferences) will be an integral piece of this position. Additionally, the Communications Director will be responsible for using new mediums to spread our message to a wider audience of Nevadans via digital and social media and community outreach.

Primary Responsibilities

- Develop an earned media strategy for the 2019 legislative session
- Draft and deliver press releases and media advisories.
- Work with the ADC Executive Director to contact members of the media to setup interviews.
- Provide our Caucus members with media training and assistance throughout the 2019 session.
- Drive message development for the Caucus and create talking points in a fast and efficient manner
- Draft and send e-newsletters on a weekly basis.
- Manage the content of the ADC website by keeping it updated on a daily basis;
 - Draft weekly "legislative surveys" for the website
 - Draft and add weekly blogs by different members of our Caucus to the website
 - Add pertinent news articles, press interviews, and press releases to the website
- Manage social media content for the Caucus and our members
 - Create and adapt content for specific social media networks (i.e. Facebook, Twitter, Instagram).
- Conversion-Oriented Content: Place content on our social media sites that can attract more visitors and convert them into providing us with their contact information.
 - Analyze data from social media sites and draw actionable insights (i.e. overall reach, leads generated, leads nurtured, interactions, etc.). From those actionable insights, determine where our resources are best allocated to get our message out to the largest audience.
- Work with the Caucus staff to implement a community outreach/incumbent protection plan throughout the session
 - Work with members of the community (i.e. school teachers, fellow elected officials, small business owners) to create community outreach opportunities and events for our Caucus members.
 - Develop relationships with these community members so they can act as surrogates to deliver our message to everyday Nevadans throughout the session.

Application Process & Additional Information

Please send a cover letter, resume, and three references to info@nvassemblydems.com.

Start date is January 1st, 2019 and employment would last through the Nevada Legislative Session scheduled to end June 30th, 2019. There is potential for employment to be extended through the 2020 election cycle.

Location is based in Carson City, Nevada for the 2019 Legislative Session with relocation to Las Vegas, Nevada if employment is extended for the 2020 election cycle.