



AMERICA 250 FOUNDATION

**Position: Communications Director**

**Date Posted: January 6, 2022**

**Applications Due: February 6, 2022**

**Start Date: February 14, 2022 or as soon as possible**

**To apply for this position, please email your resume and cover letter to [jobs@america250.org](mailto:jobs@america250.org) by February 6, 2022 with the job title in the subject line.**

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### **America250**

America250 is the multi-year commemoration of the 250th anniversary of the United States of America that peaks on July 4, 2026. It is a once-in-a-lifetime opportunity to deepen understanding of our complicated past and ignite shared optimism for our future through engaging programs and experiences.

**Mission:** To commemorate our 250th anniversary by designing inclusive programs that inspire Americans to renew and strengthen our daring experiment in democracy.

**Vision:** The shared experiences of America250 will ignite our imaginations, elevate our diverse stories, inspire service in our communities, and demonstrate the lasting durability of the American project.

**Values:** Service, Diversity, Collaboration, Respect, Integrity, Optimism, and Imagination

### **About the America250 Foundation**

The America250 Foundation is the 501(c)(3) nonprofit partner of the U.S. Semiquincentennial Commission. The Foundation works collaboratively with the Commission and public and private entities across the country to bring the vision for America250 to life through national and grassroots programming, commercial and non-commercial partnerships, marketing, and fundraising efforts. For more information visit [www.america250.org](http://www.america250.org).

**POSITION OVERVIEW:** The Communications Director will create messaging, develop powerful narratives and methodically leverage earned media and public relations to support the mission and programming of the America250 Foundation and its partners.

The Director will develop, support and execute media and public relations strategies working closely with the Chief Communications Officer. The Director must be a good writer, a passionate and creative storyteller and possess keen editing and copyediting skills. The role also requires thought leadership, project management, and the development of new and innovative communication solutions.

The Director leads research for media coverage and manages all aspects of daily public relations work from media event logistics and story development to responding to journalists' inquiries, reviewing copy and vetting sensitive materials. In collaboration with leadership and staff across the organization, the Director will drive communications strategies that build and protect brand identity, promote programming, grow audiences and support fundraising. The Director will be expected to seek imaginative ways to enhance media outreach as well as cultivate and maintain relationships with journalists, influencers, advocates, supporters and other communications specialists.

The position will work proactively in arranging media opportunities and building content partnerships with organizations that have similar missions. In this role, the Director also ensures accuracy and consistency of information in daily news reporting about the organization, its history, its leadership and its representatives. The Director will also play a significant role in supporting internal communications initiatives by partnering with Human Resources, Operations, and the Office of the President.

The Director reports to the Chief Communications Officer and works closely with senior staff including in External Affairs, Development, Planning and Programming.

#### **ESSENTIAL FUNCTIONS**

- Manage all aspects of media relations and logistics.
- Familiar with the Associated Press style guide and MLA.
- Maintain a dynamic 15-month communications calendar, which may include tentpoles for marketing opportunities.
- Coordinating with marketing, serving as principal editor for email communications, fundraising mailers, and others public-facing materials.
- Generate, write and edit news releases, background documents, plans and strategies, statements and media advisories.
- Draft, review, and shape content for online, marketing, social media and external communications.
- Help draft speeches, talking points, prepared statements and opinion pieces.
- Drive thoughtful and informed media pitching strategies to support the organization's mission.
- Review, prioritize and manage requests from the TV and film industry. Familiarity with video editing and storytelling is a plus or the ability to learn.
- Oversee daily media inquiries and requests in a timely matter. This may require being on-call weekends and working after office hours as needed.
- Ensure consistency in public-facing messaging.
- Act as media liaison and handle logistics and planning for new conferences and events.
- Assist in the preparation and execution of issues management planning.
- Write and edit materials for communicating with media, employees, and other key audiences regarding news and issues management.
- Provide communications counsel and support to the organization's leadership working closely with the Chief Communications Officer.
- Develop innovative, strategic, and creative solutions to communication challenges to ensure key messages are reaching the appropriate external and internal audiences.
- Assist with coordination of global media and public relations activities.
- Drive monthly report of communications activities and effectiveness, and competitive reporting.

- Manage any administrative tasks appropriate to the position, including contracts of third-party vendors.

#### **QUALIFICATIONS/SKILLS REQUIREMENTS**

- Bachelor's degree in communications, journalism or a related field required; 3-5 years of related experience in communications, public relations or media strategy.
- A deep interest in the news and current events, and a familiarity with how media outlets – traditional and new – operate.
- Developed relationships with journalists, including those in relevant media markets.
- At ease pitching genuine news ideas and cultivating media relationships. Ability to recognize the importance of responsibility, authority and accountability.
- Strong writing and editing ability.
- Proven project manager.
- Exceptional interpersonal skills and multi-tasking ability.
- High level of organization and data management.
- Experience with high-level media relations and issues management.
- Excellent written and verbal communications; Stellar researcher with keen interest in current events; Well versed in traditional, digital and social media.
- Ability to excel under tight deadlines and independently manage projects; Superior decision-making skills; Collaborative and communicative mindset; Strong work ethic and dedication to the mission of the organization.
- Great interest in current events, news and social media.

The America 250 Foundation adheres to the equal employment opportunity guidelines set forth by federal, state and local laws and does not discriminate based on race, religion or creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic characteristics, marital status, sex or gender (which includes pregnancy, childbirth, or related circumstances), gender identity, gender expression, age, citizenship, sexual orientation, family care or medical leave status, military and veteran status, political affiliation, or any other characteristic protected by federal, state and local laws.