

# Open Position

## COMMUNICATIONS DIRECTOR



**The Communications Director serves as Pennsylvania Family Institute's lead messenger.**

A clear and concise communicator, the Communications Director understands how to effectively convey the heart of PA Family's mission (including Church Ambassador Network and Independence Law Center) to supporters, the public, state and national media and policymakers. He or she helps oversee the Multimedia Coordinator and collaborate with the PA Family team to develop messaging in an effort to drive the news media narrative, respond to communication opportunities, and engage policy debates and various activities. The Director also works with the team to create high quality videos, social media content, and other marketing materials, as well as prepare key staff for on-air appearances, news interviews, and other video presentations.

### ➤ Key Responsibilities:

#### Messaging / Content Creation

- Create and implement a cohesive communications strategy, including messaging for PA Family's projects and legislative priorities, and ensuring message continuity amongst PA Family's team: Policy, Advancement, Church Ambassador Network, and Independence Law Center.
- Write PA Family's regular email communications, action alerts, blog entries and other mass donor communications as necessary.
- Identify and implement longer-form content to advance PA Family's mission, including interviews, articles, and videos.
- Assist PA Family staff and stakeholders with effective communication, and media presentation/interview skills as PA Family's media and social media outreach continues to grow.

#### Press / Events

- Serve as a PA Family lead point person with local, statewide, and national media to help promote the organization, actively cultivate press relationships, and look for opportunities to promote PA Family staff as issue experts.
- Write press releases and editorials on key PA Family priorities, and place in local and national media outlets.
- Track and report PA Family's communications efficacy and reach, including mentions of all PA Family entities in media and online.
- Help plan and execute PA Family events for supporters, stakeholders, and lawmakers.
- Plan and promote press conferences as needed.


#### About the position

- **Hours:**  
Mon-Fri, 8:30 a.m. to 5:00 p.m.  
(Additional hours as needed)
- **Location:**  
Harrisburg, Pennsylvania
- **Compensation:**  
Competitive salary commensurate with experience
- **Benefits:**  
Paid Time Off, Holidays,  
Health Insurance and  
Retirement Plan available

#### ➤ To apply

Contact Emily Kreps:

 [ekreps@pafamily.org](mailto:ekreps@pafamily.org)

 717-545-0600

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### ➤ Additional Key Responsibilities:

#### Digital

- Maintain website content to generate online engagement relevant to current organizational priorities.
- Manage social media postings and increase audience engagement on all platforms.
- Collaborate with the Communication and Policy teams and other stakeholders to create messaging for print and digital campaigns, and talking points for elected officials on PA Family-involved bills.
- Analyze campaigns and communications to make data-informed decisions concerning effectiveness and areas for improvement.

#### Management

- Oversee the multimedia coordinator.
- Build relationships with key statewide and national allies.
- Enhance donor communications and help attract new partners.
- Identify internal and external communication opportunities and solutions, and execute appropriate strategies to support them.
- Other duties as directed by the PA Family President.

### ➤ Qualifications & Requirements:

#### Skills and Experience

- A minimum of 5 years of experience in communications or media relations.
- Ability to communicate effectively, thoroughly, and accurately across channels, including digital, written, and verbal formats.
- Experience working with Pennsylvania media preferred.
- Detail-oriented with strong time management and organizational skills, including the ability to operate on a schedule, meet deadlines, and manage multiple projects simultaneously with excellence, without immediate or constant supervision.
- Strong computer skills including experience with Microsoft Office Suite.

#### Character and Spiritual

- Mature Christian, currently attending or pursuing attendance in a local church.
- Demonstrates commitment to PA Family's mission, statement of faith, and position on core issues.
- Ability to work discreetly with confidential information.
- Trustworthy, responsible, tactful, and diplomatic.
- A high level of professionalism. Exhibits strong leadership qualities with a servant's heart.