



## JOB DESCRIPTION COMMUNICATIONS DIRECTOR

### POSITION SUMMARY

[Americans for Tax Fairness](#), a coalition of national and state endorsing organizations active on high-profile federal tax reform issues, is seeking a Communications Director with at least five years of experience working in progressive policy communications, preferably with some experience in tax and economic policy communications. The person in this position will play a leading role in developing and promoting key messaging around tax policy and have the ability to shape messages for a variety of audiences, reaching both those inside and beyond the beltway. This person should also have strong leadership skills; knowledge of Microsoft Excel; be well organized and detail oriented; and be comfortable operating in a fast-paced, campaign-style environment. The Communications Director supervises a part-time writer. This is a senior, full-time exempt position that reports directly to the Executive Director. The salary is \$120,000-\$130,000, depending on experience, and a competitive benefits package that includes employer-paid health, dental, and vision insurance, 3% employer match on 401k contributions, pre-tax transportation benefits, and paid holidays, vacation, sick, and volunteer time off. Location: Remote

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### Press

- Create and implement a comprehensive communication strategy that pursues ATF's tax-reform goals.
- Maintain current and develop new relationships with relevant tax and econ reporters and writers at both legacy and emerging media publications, including print, newsletters, podcasts, digital shows and traditional television.
- Identify and create relationships with relevant policy experts and unique voices who can effectively act as messengers for ATF talking points, including online messengers like vertical video creators, influencers, and other trusted messengers for a variety of online constituencies and communities.
- Work with the digital team to organize with coalition, influencer, advocate, and policy voices to promote our messaging to a wider audience, including through our distributed organizing methodology.
- Monitor the effectiveness of tax-focused messaging, in order to ensure ATF's messaging is helping lead the tax discussion.
- Monitor the press and determine ways to inject ATF's tax messaging into existing conversations.
- Field questions from press contacts; interview and quote requests.

- Regularly pitch reporters on ATF work, including reports, background information and ATF supported policies.
- Create and pitch op-eds at the federal level, as well as with state partners in state and local markets.
- Maintain and develop relationships with communication staff at federal partner organizations and on Capitol Hill; create and pitch joint products with partner organizations and Capitol Hill members.
- Monitor partner communication outputs to stay on top of the positions of coalition partners and be able to identify points of tension.
- Serve as an ATF spokesperson when appropriate.
- Arrange press calls when needed; drive media turnout and wrangle press at press conferences.
- Provide media training guidance to ATF staff as needed.

### Materials

- Determine opportunities and needs for communications materials and oversee the creation of these products, including but not limited to one-pagers, fact-sheets, talking points.
- Provide feedback on reports, to ensure they are relevant to the current news cycle and furthering ATF's policy goals.
- Identify opportunities for non-traditional communications and create products to fit the spaces.
- Be responsible for review and approvals of communications materials.
- Coordinate work with the digital team to create additional materials for social media messengers; provide support to digital to adapt materials for various platforms.

### **QUALIFICATIONS**

- Bachelor's degree required.
- Knowledge of tax policy issues and related domestic policy, federal budget and economic policy issues.
- Minimum of five years employment in the communications field at an advocacy organization, or for Congress or the Executive Branch.
- Strong writing and analytical skills.
- Experience leading and motivating partner organizations and working with coalitions.
- Considerable experience with Microsoft Word and Excel.
- Demonstrated ability to work collaboratively, work well under pressure and manage multiple priorities and projects effectively.
- Excellent attention to detail and accuracy.
- Facility with Twitter, Instagram, Tik Tok and Facebook to track and respond to breaking developments.

### **TO APPLY**

Send cover letter and resume to [jobs@americansfortaxfairness.org](mailto:jobs@americansfortaxfairness.org)

Subject line: ATF Communications Director

Americans for Tax Fairness is a project of New Venture Fund (NVF), a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. NVF is committed to

attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. NVF's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.

## **E-VERIFY**

NVF participates in [E-Verify](#) and will provide the federal government with employees' Form I-9 information to confirm authorization to work in the United States. Job candidates and employees authorized to work [may not be discriminated against](#) on the basis of national origin or citizenship status.