



Nevada Assembly Democratic Caucus Communications Director

The Nevada Assembly Democratic Caucus (ADC) is a full-time organization dedicated to expanding and protecting our Democratic Majority in the Nevada State Assembly.

The ADC is looking for an experienced, full-time Communications Director to run the press and digital communications operation to help expand and protect our Democratic Majority. The Communications Director will work closely with Executive Director and the legislative leadership team to execute a communications plan from now until the end of 2020.

Primary Responsibilities

- Develop an earned media strategy for the 2020 election cycle.
- 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 2020 election cycle.
- 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 regular basis;
 - 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
 - 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 cycle.
- Attend events with Caucus members to get coverage of the events and secure interviews with press
- Work with stakeholder groups to ensure we have messages in industry newsletters, blogs, and other platforms
- Work with specialty media outlets to deliver our message to all communities

Qualifications:

- Strong commitment to electing Democrats to state government.
- Minimum one cycle (two preferred) statewide equivalent communications experience preferred.
- Exemplary time management, planning, and organizational skills.
- Detail-oriented and able to prioritize and manage multiple projects.
- Must have a car.
- Lives in or willing to relocate to Las Vegas, NV for the duration of the campaign cycle.
- Work extended hours, including nights and weekends as needed
- Spanish language ability a plus

Application Process & Additional Information

Salary commensurate with experience, health insurance, and other benefits available.

Submit resume, cover letter, and three references to chelsey@nvassemblydems.com