



# GREATER WASHINGTON PARTNERSHIP

FROM BALTIMORE TO RICHMOND.  
FOSTERING UNITY. ADVANCING GROWTH.

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**Position:** Director, Communications


**Reports to:** CEO

The Greater Washington Partnership is seeking a Communications Director to design, implement, and manage an innovative communications and digital program as an integrated and critical part of the organization's overall objectives. This individual will join a fast paced, high-energy team and have primary responsibility for crafting and communicating the Partnership's message to the media, internal and external stakeholders. The Communications Director will lead communications efforts around all Partnership initiatives, executive communications, speaking engagements, digital strategy, and media relations.

## **Specific Responsibilities**

- Work closely with the Partnership policy team and outside advisors on messaging around strategic initiatives, and lead the creation and implementation of initiatives' public rollout/announcements
- Lead public positioning of the Partnership's executive team via press and external speaking venues, elevating the organization's influence among key audiences
- Serve as spokesman for the Partnership when appropriate, and manage any rapid response efforts as they arise
- Write and/or design press releases, talking points, briefings, op-eds, blog posts, and other writing as necessary
- Work with CEO to develop and write speeches for external speaking engagements
- Develop relationships with Partnership Board member organizations' communications and marketing teams, and devise & manage efforts to leverage member organizations' channels to support Partnership initiatives
- Oversee and manage Partnership's digital efforts, including but not limited to organization's website and all social media channels
- Manage Partnership's relationship with vendors, agencies, and external advisors related to communications efforts

## **Qualifications and Experience**

- Experience of 7-10 years in working in press/media or public affairs (political environment a plus)
  - Experience working on issues involving economic development or complex policy proposals
  - Executive communications experience - speech writing, media briefing/coaching, CEO/Principal-level support strongly preferred
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- Ability to cultivate and manage relationship with key reporters throughout the region. Pre-existing relationships with Capital Region business and metro reporters a plus
- Strong knowledge and experience of social media platforms
- Excellent verbal and written communication skills
- Proven ability to work under tight deadlines in a fast-paced environment. Strong organizational skills and attention to detail.
- Proven ability to handle multiple assignments simultaneously
- Bachelor's Degree in Journalism, English, Communications, Political Science or related field preferred

## **Description of Organization**

The Capital Region of Baltimore, Richmond and Washington is an economic powerhouse – the 3<sup>rd</sup> largest regional economy in the United States and 7<sup>th</sup> largest in the world – but our growth has slowed and unless we change our region's trajectory, despite our numerous strengths, we will get left behind by our peers around the world and miss our opportunity to lead and prosper.

To do that, on many of our most pressing economic issues we must start acting on regional solutions, not just local ones, that overcome the jurisdictional boundaries that have too often impeded progress, give us the necessary scale to compete in an increasingly competitive global economy, and deliver new sources of growth to end our over-reliance on the federal government as our region's source of economic well-being.

The Greater Washington Partnership was formed to help address these issues and break down the barriers that hold back solutions. The Partnership is a first-of-its-kind civic alliance of CEOs in this region – drawing from the leading employers and entrepreneurs – that together employ more than 175,000 people in the Capital Region – committed to being part of the solution.

The Partnership is committed to being action-oriented and focusing on a limited set of issues where a regional, fact-based approach can make real progress toward achieving our vision. Our actions will fall into three categories:

- We will work to help align the region behind the most-pressing problems to ensure that we are collectively focused on the right agenda
- We will identify, scale, and where-needed create, programs and partnerships that have measurable impact on our region's pressing issues
- We will provide our collective and individual voices to advocate for smart solutions and policies that move our region toward the future we all desire

