

Organization: Results for America
Role: Director, Strategic Communications
Location: New York, NY

Organization Overview

Results for America (RFA) is the leading, national nonprofit organization helping policymakers at all levels of government harness the power of evidence and data to solve the world's greatest challenges. Our mission is to make investing in what works the "new normal," so that, one day, all government leaders use rigorous evidence and quality data to inform important policy and funding decisions.

Since its launch in 2012, Results for America has successfully shifted billions in federal funds toward evidence-based policies and programs; built a large bipartisan Invest in What Works coalition, with more than 450+ leaders at the Federal, state and local levels; created highly effective communications campaigns that have raised the awareness and credibility of evidence-based policymaking; and, in partnership with Bloomberg Philanthropies, launched What Works Cities to help more than 100 mid-sized cities use data and evidence to improve residents' lives.

Position Overview

As Results for America enters the next phase of our growth and expands our work, including deepening our engagement with local governments across the country, we seek a Director, Strategic Communications.

The Director, Strategic Communications, should be a strategic and innovative communications leader and a talented writer who understands the media landscape and the policymaking process. If you love to read, write, edit, and tell stories; have deep experience in communications, journalism and/or media relations; enjoy working on and managing multiple simultaneous priorities and projects; have experience or a strong interest in local government innovation, and thrive in entrepreneurial environments, we would love to talk with you.

Position Reporting Relationship

This position will report to the Vice President, Strategic Communications

Role and Responsibilities

The Director, Strategic Communications, will develop and lead strategic communications for local government initiatives across Results for America, including:

Content Strategy

- Serving as lead editor for all of RFA's local government content, including Medium posts, op-eds, blast emails, monthly newsletters, website and multimedia content
- Reporting and writing pieces as well as coaching RFA staff and freelance writers through the editorial process
- Collaborating with RFA team members, local government leaders and our partners in the [What Works Cities Initiative](#) and the [What Works Cities Economic Mobility Initiative](#) to generate story ideas and publish content that highlights the impact of data-driven decision-making for residents
- Working closely with the Communications and Marketing Assistant (What Works Cities) to develop and manage a robust editorial calendar

Announcements and Events

- Developing comprehensive roll-out strategies that build interest and momentum for RFA's local government initiatives, events and learning opportunities
- Executing public announcements, including writing press releases, drafting talking points, creating social media content, coordinating and conducting media outreach, overseeing website updates, and developing graphic assets
- Engaging and assisting cities' communications teams in planning for their own local announcements, in partnership with the Associate Director, Communications (What Works Cities)
- Coordinating with RFA's funders and partners to execute on high-profile public announcements and events

Targeted Communications

- Identifying the key audiences for RFA's local government work, including but not limited to: Mayors, County Executives, local government agency leaders, senior policy, budget and administrative staff, community-based organizations, media outlets, and other civic, business, nonprofit and academic leaders.
- Developing detailed communications strategies to effectively engage each of these target audiences
- Deepening existing relationships with local government leaders and their communications teams to help advance their data-driven work
- Working closely with each of RFA's project teams to build the network of evidence and data champions in local government

Movement Building

- Developing and executing on a strategy to grow the number of cities in the What Works Cities network
- Organizing regular external calls and meetings with our partners, funders, supporters and allied organizations to communicate the growth of evidence-based policymaking in local government
- Organizing regular internal calls and meetings with RFA staff to coordinate communications strategy, align content and identify opportunities to build the "invest in what works" movement
- Sourcing opportunities for high-profile speaking engagements for RFA staff, and preparing staff for media interviews and other speaking roles
- Providing communications coaching to city staff and leaders, in part through trainings, resources, and other educational materials
- Assisting with communications about RFA's Diversity, Equity and Inclusion work
- Regularly tracking, analyzing and sharing data and metrics about the RFA's communications efforts

An Ideal Candidate for This Position

You have:

- 12+ years of work experience and expertise in the communications and/or media world
- A deep understanding of the current media landscape and the policymaking process, especially at the local government level
- Exceptional writing, editing and visual storytelling skills
- A demonstrated track record of developing and executing effective communications strategies
- Strong project and people management skills
- An eye for (and love of) detail

- Facility with Google Analytics and with using/managing and editing a Wordpress site; experience with Salesforce and the Medium platform a plus

Compensation

RFA offers a competitive salary and a generous benefits package, including full health benefits, a 403(b) plan with employer contribution, and paid time off.

How to Apply

If interested, please send a brief cover letter, resume, and a recent writing sample (as a link or attachment; the submitted piece should be less than 1,000 words), and salary requirements to recruiting@results4america.org, subject: "Director, Strategic Communications, Results for America".

Results for America is an equal opportunity employer and actively encourages people from minority groups and diverse backgrounds to apply for positions within our organization.