



Career Opportunity: Communications and Marketing Director **Member of WPC's senior leadership team**

Washington Policy Center (WPC) is an independent, non-profit, public policy research organization headquartered in Seattle with offices in Olympia and Eastern Washington. WPC has a \$3.1 million annual budget, staff and 20 and is one of the largest and most impactful state-based policy organizations in the country. With a focus on Washington state issues, through research, events, social media efforts, and extensive media outreach we promote sound public policy based on free-market solutions. We are looking for a full-time Communications and Marketing team leader to join our management team.

The Communications Director is one of five members of our senior leadership team and plays a key role in advancing our mission through internal (membership) and external communications. The ideal candidate has extensive media relations, marketing, and strategic communications planning experience. The director will oversee the execution of the organization's new, three-year strategic plan. The director is responsible for maximizing and reinforcing WPC's brand through all products and communications as well as promoting the work of the directors of the eight research centers.

Primary responsibilities include, but are not limited to:

- Work with President and Vice President for Research to develop messages and outreach strategies; and expand WPC's reach to civic-minded citizens and key groups/demographics across the state.
- Maintain and grow the organization's media contact lists and distribute research publications and press releases; and help research staff build relationships with media; including with some national media.
- Helping WPC's research team develop and deepen their messaging.
- Promote a climate that values and rewards innovation and creativity.
- Manage the formatting and editing of research publications to ensure adherence with organization's style.
- Ensure website content is accurate, up-to-date, and compelling.
- Editor of quarterly magazine, *Viewpoint* and weekly e-newsletter.
- Plan and execute organization's paid advertising campaigns.
- Promote organization's various events throughout the state.
- Supervise full-time Communications Coordinator.
- Supervise full-time Young Professionals Coordinator.
- Develop and monitor organization's communications and marketing budget.
- Prepare quarterly metrics updates for WPC's Board of Directors and present at Board of Directors meetings.

- Working with the Board of Directors and the Marketing Committee, develop and implement organization-wide strategic communications and marketing plans.
- The director reports directly to the President of WPC.

Desired education, skills, and experience:

- Bachelor's degree in communications, public relations, marketing, journalism, or related field.
- Prefer at least four years of experience in media relations and public relations.
- Strong written and verbal communication skills; and command of correct grammar.
- A deep respect for deadlines and results.
- A personal and management style that is effective in working with a staff of 20 in which one must both be a team player and bear individual responsibility for advancing the organization's goals and objectives.
- Knowledge of politics and/or public policy and interest in advancing free-market ideas.
- Experience updating a content management system website.
- Proficiency in Microsoft Word, Excel, and PowerPoint.

Applicants should familiarize themselves with Washington Policy Center's mission and goals. Explore our website at www.washingtonpolicy.org.

Salary is DOE. Washington Policy Center provides a generous health insurance package (medical/dental/vision), vacation, sick leave, 11 paid holidays, employer matched 401k, Costco membership, and free parking.

After carefully reading the job description, please submit a resume and persuasive cover letter that demonstrate how you meet the specific job qualifications and responsibilities and how sincere interest in this position and the mission of the organization. Your application should also include references. Submit your application and direct any questions to:

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