



## **FULL-TIME COMMUNICATIONS DIRECTOR**

Smart Approaches to Marijuana (SAM), a 501(c)(3) non-profit organization working on drug policy issues, is seeking an experienced, energetic, detail-oriented, full-time Communications Director in our office located in Old Town Alexandria, or possibly in Manhattan as part of a telecommuting arrangement. Part-time employment will be considered on a case-by-case basis.

**Salary:** Negotiable

**Type:** Full-time preferred, but M-F, 5 hrs/day will be considered

**Location:** Alexandria, VA or New York, NY (Only local candidates will be considered, although some work can be done remotely.)

### **Requirements/Qualifications:**

- Four-year bachelor's degree from an accredited academic institution.
- Exceptional writing skills
- 3+ years of work experience in a relevant communications role, including:
  - Managing and executing across several communications media.
  - Organizing press releases and press conferences.
  - Communicating with high-level contacts while under pressure.
- Proficiency using the Microsoft Office suite, an email client, and the internet, including being able to:
  - Draft formal correspondence
  - Build and use mail merges to send both physical and electronic correspondence
  - Track expenditures and other quantitative data in simple spreadsheets
- Strong communication skills, both verbal and written, including:
  - Writing formal emails without need for corrections
  - Basic memorandum writing
  - Making formal telephone calls with press and other individuals important to the organization
- Strong organizational skills (both analytical and problem solving)
- Ability to work properly with confidential documents.

### **Responsibilities include:**

- Develop, implement, and evaluate SAM's annual communications plan, in collaboration with the SAM team and constituents.
- Develop and cultivate media contacts in SAM's relevant media markets.
- Generate and disseminate online content that engages SAM's audience and leads to measurable action.
- Create momentum and awareness of SAM's message as well as to test the effectiveness of communications activities.
- Develop, distribute, and maintain SAM's print and electronic content including, but not limited to, newsletters, brochures, and the organization's website and social media accounts.
- Ensure that new and consistent information (article links, stories, and events) are posted regularly on SAM's information portals, including social media.
- Organize press conferences.
- Issue press releases.
- Follow press relevant to SAM's mission and highlight important items for its management.
- Report directly to SAM's President and Executive Vice President.

**Additional Guidelines:**

The Communications Director must function quite independently with guidelines that are often only broadly stated and with issues for which precedents may be few or lacking. Thus, considerable expertise and judgment are required in interpreting and adapting guidelines and in developing new or enhanced approaches to difficult issues.

The Communications Director must therefore exercise considerable resourcefulness, self-motivation and inventiveness, and must be able to frequently address and discreetly complete sensitive assignments.

The Communications Director must maintain a confidential relationship with SAM leaders and its board and advisors. He/she must also provide expert, comprehensive assistance to high-level SAM officials and staff. The Communications Director may also work with or lead other staff in initiatives.

It is the Communications Director's responsibility to work productively, using his/her time effectively to produce high-quality work in a timely manner. The incumbent is also expected to remain knowledgeable about current developments in the field of drug policy.

**Personal Contacts:** Within SAM, contacts are with staff at all levels. Other contacts are with high-level officials and staff of the Executive Office of the President and Federal agencies and departments with in Congress, GAO, CBO, and various advisory committees and councils. Business and private sector, media, academic, and general public contacts may also be appropriate.

Powers of persuasion, awareness, and tact are essential to problem recognition and resolution, as is appreciation of various responsibilities facing officials with whom the Communications Director is dealing.

**Physical Demands:** The work is sedentary. The physical demands described here are representative of those that must be met by the person working in this position to successfully perform the essential functions of this job.

While performing the duties of this job, the Communications Director is regularly required to sit; use hands; and talk or hear. He/she is occasionally required to stand; walk; and reach with hands and arms. He/she must also occasionally lift and/or move up to 51 pounds.

Work frequently is performed under pressure. No special physical effort or skill is required. The Communications Director may be required to work under stressful conditions or long hours to complete sensitive and urgent assignments. Typically, he/she may sit comfortably to do the work. However, there may be some walking, standing, bending, carrying of light items such as papers and books.

**How to Apply:** Send a current résumé and cover letter to [info@learnaboutsam.org](mailto:info@learnaboutsam.org).

Due to the anticipated volume of responses, we will contact only those candidates who most closely match our requirements for further consideration.