



# FRONTLINE

## Job Description: Director of Communications

Frontline is hiring a Director of Communications capable of elevating our efforts, developing our message, and reaching our audience. Enthusiastic and passionate about our issues, this communicator understands the mechanics of digital communication, the art of persuasion, and the personal qualities needed to win people to our cause. Oral and written communication skills are a must as well as technical proficiency.

Innovative and winsome, this individual has a strong capacity for distilling complex messages into understandable communications. They know our issues, are aware of the other arguments, and have a strong and clear biblical worldview that can be communicated to others. An innate ability to inspire is a must. We are looking for someone who can develop our communications with excellence – superior writing, messaging, and design.

*Reports to:* TBD

*Compensation:* Considering applicants who may be full-time, part-time, or contract, competitive salary and benefits aligned with commitment

*Location:* Newnan, GA; semi-regular in-state travel required; ability and flexibility to travel to the Capitol during legislative session is a must

### KEY RESPONSIBILITIES:

- Manage Frontline’s digital strategy – web development, social media engagement, videos, podcasts, etc.;
- Coordinate with any vendors assigned to those areas;
- Work with the Director of Operations to hone our email audience distribution list for maximum impact;
- Develop an innovative strategy to grow our audience and manage a digital advertising budget;
- Craft a regular communications plan that identifies news and issues Frontline should be addressing, work Frontline should be highlighting, ways we can shape the conversation around Georgia, and strategies to leverage the appropriate medium;
- Design graphics and communications tools that will advance the Frontline message;
- Schedule and provide talking points for the President to provide a leadership tone across the state through our various mediums;
- Leverage skills to enhance Frontline alliances and coalitions, Church Ambassador Network, education and trainings, elections, and policy efforts;
- Be prepared to serve as a speaker at events as needed or serve as a spokesperson via video, podcast, and other communications tools;

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15 PERRY ST, STE 373, NEWNAN GA, 30263

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- Innovate, create new ideas, chart new paths, and think through every strategy needed to ensure that Frontline glorifies God and establishes a dominant communications position;
- Depending on interests of the applicant – a role in Development and Fundraising may be added to job description;
- Perform additional tasks that contribute to organizational growth and furtherance of the mission.

## **JOB QUALIFICATIONS/REQUIREMENTS:**

### *Education, Skills, and Experience*

- **Bachelor's degree required;**
- **Experience in Communications or Public Relations required;**
- **Excellent research and communications skills;**
- **High energy, optimistic, and passionate;**
- **Superior writer, ability to communicate on video and in public, and understanding of political messaging;**
- **Graphic Design, website and social media management, and understanding of email systems is strongly preferred;**
- **Well-organized, able to operate on a schedule, meet deadlines, and manage multiple projects simultaneously;**
- **Self-starter, independent, motivated daily by a passion to see Frontline's work advance;**
- **Strong connections and fundraising capability is a plus;**
- **Ability to be proactive and strive to close gaps in skill and knowledge;**
- **Strong time-management and organization skills, punctual, able to operate on a schedule, meet deadlines, and manage multiple projects simultaneously;**
- **Ability to remain flexible with ever-changing priorities;**
- **Thrive in and enjoy working in a multi-tasking, fast-paced work environment and able to get things done, highly efficient.**
- **Capable computer skills including: Microsoft Word, Excel, and PowerPoint;**
- **High energy, innovative, able to envision growth and prowess for Frontline.**

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## *Character/Spiritual*

- **Mature Christian with a developed biblical worldview, accountable, and in agreement with Frontline’s Statement of Faith;**
- **Demonstrated and personal commitment to advancing Frontline’s mission and seeing Christ glorified in the public square;**
- **Trustworthy and responsible;**
- **Winsome and strategic communicator that fits the organization brand;**
- **Presents as a leader and highly professional – augmenting Frontline’s status as the leading voice for our principles;**
- **Capable of operating within the broader Frontline team and also possessing the capacity to supervise others as growth allows.**

\*\*\* TO APPLY: Please submit your Resume and Cover Letter to our Director of Operations, LeAnn Tyer, via email at [leann@frontlinepolicy.com](mailto:leann@frontlinepolicy.com) \*\*\*



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