



Intro

On May 21, 2019, Jamie Gauthier won the primary election for Philadelphia City Council's 3rd District seat, and moves towards the general election, unopposed. In preparation for a presumptive win in the general election, the Jamie for West Philly campaign seeks to identify a talented and diverse team of candidates interested in staffing the 3rd District Councilmatic office beginning January 2020.

We aim to build a 3rd District team that prioritizes direct engagement with residents, transparency, accountability, responsiveness, shared decision-making with our constituents, the centering of the most vulnerable among us, passion for our work, and fun. We invite interested parties to submit qualifications in response to the roles we have outlined.

It is important to note that we are undertaking this exercise to identify candidates. No formal job offers will be extended prior to the November 2019 general election.

Role: Communications Manager

The Communications Manager will advance the priorities of the Councilmember and District by developing and implementing a strategic communications plan. The communications plan will include, but is not limited to: media relations, community engagement, social media management, email marketing, web content development, and print publications.

Duties and responsibilities

Responsibilities for this role will include:

- Creating an overarching strategic communications framework, including messaging, tactics and timeline that aligns with legislative or policy initiatives.
- Crafting messaging and public-facing materials for legislative, policy, and community initiatives, including talking points, one-pagers, social media, online graphics, and flyers.
- Developing and maintaining relationships with local reporters across print, radio, television, and online platforms and maintaining a current contact list for local print and broadcast media.
- Facilitating quotes, interviews, and the provision of background information to media on a timely basis.
- Drafting press releases, speeches, talking points, newsletters, email updates, op-eds, and website copy.
- Implementing a comprehensive communications campaign for the Councilmember's policy and legislative priorities.
- Assisting with media relations, including responding to reporters, drafting press releases, and pitching stories.
- Assisting with the planning and implementation of community outreach activities, including quarterly updates to constituents.
- Developing digital content for web, social media, and print publications.
- Creating and disseminating an email and print newsletter and working to actively grow the list of subscribers.

- Developing a digital dashboard, content calendar and engagement calendar for internal team planning.

Qualifications

- Bachelor's degree or equivalent experience in Communications, Public Relations, Journalism, or a related field.
- At least 3-5 years experience in media relations, communications and/or digital organizing.
- Experience with both digital and traditional communications.
- Experience in media relations and relationships with local members of the press.
- Experience managing digital and traditional advertising campaigns is not a requirement, but a plus.
- Ability to regularly attend night and weekend events.
- Exceptional written and verbal communication skills; clearly communicate information, listen well and ask relevant questions.
- Cultural competency and proven ability to work in a culturally diverse environment.
- Excellent judgement and analytical skills.
- Ability to work cooperatively and courteously with others.
- Temperament to communicate with a variety of personalities in a tactful, pleasant, and professional manner.
- Knowledge of Philadelphia and communities of the 3rd Councilmatic District a plus.

Interested in this role? Submit your qualifications via this link by 6:00 PM, Friday, October 4, 2019:
<https://forms.gle/qjWThdzJ16yhGi5VA>