



The Arizona Democratic Party provides the highest level of service to elect our candidates and support our campaigns, constituents, and state.

Position/Role: Communications Director

The Communications Director is responsible for developing the ADP brand. They develop messaging in careful coordination with party partners and spearhead crisis communications and public relations to manage the party image. The Communications Director is a key collaborator for the Party Chair, Executive Director, Finance Director, Political Director and Field staff as the author or contract manager for the production of talking points, speeches, literature, and public facing documents and presentations.

In addition to playing a critical role internally, the Communications Director maintains successful consultative relationships with other campaigns, candidates, allied groups. They manage relationships with the press and are the principal staff spokesperson for the party. Lastly, the Communications Director manages consulting and contractual relationships for ADP's paid content.

The Communications Director reports to the Deputy Executive Director (DED) and has direct reports onboard to support communications work throughout a campaign cycle.

Essential Job Functions:

Strategy/Messaging:

- Develop and implement a robust communications plan that tells ADP's story through a variety of platforms and in multiple languages.
- Plan weekly content calendars that advance party brand and message.
- Ensure there is coherent messaging alignment amongst all party surrogates and execute issue topic research.
- Coordinate regularly with Communications Teams for Elected Officials, DSCC, DCCC, DNC, ADLCC, and Democratic nominees/candidates, to ensure message cohesion and party platform consistency.
- Provide messaging training and talking points to ADP principals, candidates, and local affiliate organizations.

Press/Events:

- Develop and maintain strong relationships with national and statewide media members.
- Approve all external communications as they pertain to party platform, party spokespeople, surrogates, and party leadership.
- Monitor daily news events, apply sound judgment when speaking on the record, and positively represent the party.
- Work with the DED and Field Director to plan media and logistics around large party events such as State Committee Meetings, Hall of Fame Dinners, and Watch Parties.
- Write speeches, talking points, and handle debate preparation for party surrogates and spokespeople.



Digital

- Create a coherent digital strategy that supports ADP's brand and electoral goals.
- Create and execute all aspects of social media.
- Manage and execute digital advertising across multiple platforms, direct vendors on lucrative fundraising email campaign tactics.
- Manages ADP's website maintenance - updates, content, analytics tracking, etc.

Management

- Maintain an effective, transparent, relationship with the Chair of Chairs in order to ensure an efficient line of communication to the County Chairs.
- Meet with potential vendors and identify effective partnerships that can effectively advance the party's messaging and brand.
- Routinely assess direct reports' and interns skill and performance. Provide feedback to develop their individual skills to benefit the performance of the team through weekly staff meetings and one on one check ins.
- Routinely assess departmental progress on objectives and targets.

Skills

- Brand development/management.
- Communicate with the press in a professional, politically sensitive manner.
- Aligning tactics to strategy.
- Excellent writing ability, specifically press releases, speeches, presentations, talking points, and social media content that are engaging.
- Design skills for film and print.
- Calm under pressure.
- Problem-solving.
- Ability to work in a fast-paced environment.
- Giving and receiving feedback.
- Evaluating skills in others.
- Solution oriented.
- Digital advertising and digital marketing methodologies, programs, platforms, and management.
- Ability to Work Weekends.
- This role benefits from knowing or learning Spanish.

Expected Outcomes

Communications:

- Strengthen party presentation at events by taking a hands-on approach in coordinating advance teams ahead of press conferences, watch parties, committee meetings, and dinners.
- Generate a comprehensive content calendar that keeps the entire party-aligned on messaging.
- Increase efficiency for the Comms department and how talking points are generated for key party spokespeople.
- Manage Communications with our internal and external stakeholders.



Work Environment:

This position typically operates in various settings where the climate may vary and noise can be moderate to heavy. Position requires routine use of standard office equipment such as phones, computers, printers, scanners and photocopiers.

Physical Demands:

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the required duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to sit, stand, walk, kneel, bend, use hands to type; handle or feel; and reach with hands and arms. The position is subject to lifting objects over 50 pounds frequently.