



Democracy North Carolina

Communications Director

Job Description

Organization Overview

Democracy North Carolina (Democracy NC) works to strengthen democratic structures, build power in disenfranchised communities, and inspire confidence in a transformed political process that works for all. Through grassroots organizing, policy advocacy and research, and strategic communications, the nonpartisan organization aims to protect and advance voting access, ensure fair representation, and increase the participation of those historically underrepresented in the political process, especially people of color. For nearly 30 years, this 501(c)3 nonprofit (and its predecessor, Democracy South) has taken on powerful institutions and politicians, regardless of party, and promoted reforms that expand public involvement in civic life. Democracy NC works closely and in coalition with reform-minded local, state, and national partners to achieve the policy outcomes and grassroots participation necessary for a just and equitable democracy.

Position Overview

The Communications Director is responsible for managing Democracy North Carolina's external communications, including traditional media, public relations, and digital communications. This role leads the development and implementation of communication strategies for all Democracy North Carolina programs and campaigns to build public awareness of and favorability toward the organization's external goals and increase the organization's exposure to target audiences, including the public, media, and public officials.

The person in this position works collaboratively with the organization's executive, development, advocacy, operations, and organizing teams to develop research-based messaging, coordinate traditional and digital media strategies, create educational materials, and craft messages and stories that motivate advocates and the public to take action.

The Communications Director cultivates a diverse range of messengers that promote the organization's mission, values, and campaigns statewide through active collaboration with Democracy North Carolina's staff, volunteers, supporters, partners, donors, and advocates—identifying and testing methods to generate activism, engagement, and attachment among advocates to the organization with a special focus on BIPOC engagement.

Responsibilities

Communication Strategy and Leadership

- Work collaboratively with key program staff to develop and implement communications strategies that amplify the organization's programmatic advocacy, policy, and organizing goals.
- Lead and develop strategy for a communications team that includes two full-time and two part-time staffers, including positions focused respectively on digital outreach and evaluation.
- Serve as a communications liaison and spokesperson to partner organizations, coalitions, and collaborative formations.

Messaging and Media Relations

- Test, develop, and disseminate sound messaging to advance organizational goals through all Democracy NC communications content and publications, translating subject-matter research and analysis into digestible messages and information.
- Serve as a media spokesperson for the organization, building relationships with press and overseeing the drafting and editing press materials.

Digital Management and Public Education

- Supervise staff on the maintenance and content development for the organization's websites and social media accounts; oversee digital campaign tools, including metrics and evaluations; train staff and partners on digital and offline communications engagement.
- Collaborate to develop multimedia public education campaigns that align with internal and external goals, supervising the production of print education materials.

Organizational Leadership and Support

- Participate in meetings and other processes as an active member of the organization's staff leadership team.
- Oversee the maintenance of an internal web resource that centralizes information on programmatic activities (e.g., talking points, policy updates, planning documents produced by program teams).
- Coaches and directs communications staff to develop their skills and foster continuous learning in their respective roles.

Skills and Attributes

While the below list represents a set of desired skills and attributes, we encourage you to apply even if you do not believe you meet every one of the qualifications described below.

- Ability to direct and manage both a team of at least four direct reports (two full-time, two part-time) and contract designers, printers, vendors, and other communications support professionals;

- Senior-level experience (5-7+ years, including management experience) working in an interdisciplinary organization with organizing and policy staff;
- Excellent verbal and written communications skills with a keen eye for digital and print design and presentation;
- Strongly motivated to consume media and stay ahead of the news cycle;
- Demonstrated skill and comfort in leveraging and proactively building relationships with diverse audiences;
- Ability to give and receive feedback; ability to hear and process constructive criticism and learn from mistakes;
- Creativity, flexibility, and initiative are highly valued;
- Willingness to take part in organizational events held on evenings and weekends as needed; ability to travel across the state as needed;
- Awareness of race and other identities that intersect our work and the ability to communicate/message to all groups, particularly those who are consistently marginalized in our society;
- Knowledge of EveryAction (or similar supporter database), WordPress, and social media platforms strongly desired;
- Knowledge and understanding of North Carolina politics and democracy reform issues preferred.

Salary Range: \$75,000 - \$87,000. Benefits include organization paid medical, dental, vision, telehealth and life insurance. Paid holidays and six weeks PTO. Opportunity to participate in the organization's retirement plan.

APPLICATION PROCESS

Please send the following to jobs@democracync.org (no phone calls please):

- Cover letter with an overview of your professional background and interest in the position;
- Resume;
- Samples of a previously produced press release/media advisory and piece of persuasive writing (e.g., an opinion piece);
- Names and contact information for three references who can speak to your experience, skills.

Democracy North Carolina is an equal opportunity employer committed to equity in the workplace. Our organization considers applicants equally of race, color, creed, religion, sex, national origin, disability, marital status, age, gender, gender identity, disability, sexual orientation, or prior record of arrest or conviction. We seek a workplace that reflects and respects the full range of the nation and state's diversity.