

Fair Count

Job Opening: Chief Messaging and Content Strategist

Fair Count seeks a Chief Messaging and Content Strategist who has an unwavering commitment to dismantling systematic inequity, a passion for civic participation and long-term powerbuilding, and a belief that democracy is stronger when all people participate. Both a long-term strategist and a real-time manager, the Chief Messaging and Content Strategist will oversee the communications and digital department for Fair Count—ensuring forward-thinking, successfully mobilizing content is reaching a growing and diverse audience—while building the narrative of each tenant of civic participation over time. The Chief Messaging and Content Strategist is equally able to see the forest for the trees and the trees for the forest, and will be as painstakingly committed to every detail as she/he/they is to creating a long-term, scalable plan for a rapidly growing organization.

In real time, the Chief Messaging and Content Strategist will use her/his/their excellent editing skills to ensure both internal and external facing content is impeccable, follows a plan, and builds a narrative resulting in great civic participation. The Chief Messaging and Content Strategist will participate in daily messaging meetings, conduct 1:1s with the Communications Director and the Digital and Social Media Manager, and appropriately liaise with other departments and contractors as needed. She/he/they will act as the project manager, ensuring the correct content is released at the correct time for greatest impact. Additionally, the Chief Messaging and Content Strategist will have a comprehensive and holistic understanding of the news cycle and how political and policy-based efforts impact acts of civic participation, racial inequity and historically marginalized communities generally.

Simultaneously, the Chief Messaging and Content Strategist will participate in regular strategy sessions, planning the work of Fair Count 6 months, 1 year, 5 years and more down the road, ensuring that the steps that are taken now are leading us to the correct location later. The Chief Messaging and Content Strategist will be responsible for the vision and execution of a web platform, reflecting the breadth of Fair Count's work.

She/he/they will be a highly collaborative person who understands team-based lateral management and who will be a thought partners to the Program Director, Vice President and CEO. **Last, the Chief Messaging and Content Strategist will bring to the table a nimble attitude and an entrepreneurial spirit, as Fair Count is fast-acting organization tethered to a rapidly changing time and place, and expectations, and definitions of success will be fluid as the organization grows and navigates new challenges.**

An Ideal Chief Messaging and Content Strategist will:

- Develop and manage the over-arching communications strategy, plans and messages for Fair Count, while ensuring message continuity across all programmatic areas;
- Assist the CEO with the creation and execution of media assets including television commercials, radio ads, and a variety of digital assets;
- Manage positive relationships with vendors and contract employees;
- Edit all content for accuracy, clarity and impact;

- Plan and implement a large-scale website overhaul scheduled for November 2020 and ensure its required maintenance over time;
- Manage daily comms/digital stand-ups, conducts 1:1s and appropriately gathers the team for collaborative work;
- Liaise with the Development team to ensure message integrity in quarterly and annual reports;
- Stay abreast of new tools, strategies, resources and research in the civic participation world;
- Write high-level op-eds and other pieces from time to time;
- Assist the CEO and Data and Analytics team with message testing;
- Perform regular programmatic and content audits and assessments; and
- Perform other duties or special projects as needed.

Desired skills, qualifications and experience the Chief Messaging and Content Strategist will bring to Fair Count include:

- Minimum of 5 years working in political and/or advocacy communications in a communication and/or digital leadership capacity;
- Impeccable written and verbal communications skills;
- An eye for design, an ear for music, and a way with words;
- Experience pitching content to media with racially and ethnically diverse readerships;
- The ability to perfect details without losing sight of a larger picture;
- Strong management skills that focus on building a team up, creating a positive work environment and allowing others to build skills;
- A clear understanding of media skills (on the record, off the record, on background, etc.);
- A knack for acting with tact and discretion when appropriate;
- A high degree of proficiency in communications and digital tools;
- A heart of an organizer; and
- A strong commitment to Fair Count's values.

Logistics:

Due to COVID-19, Fair Count's 25+ employees, are all teleworking. Fair Count's office may open for limited office hours to limited employees no earlier than August 1, 2020. While this has created some challenges, it does open us up to hire for this position regardless of location, assuming candidates can meet these criteria:

- Fair Count works on EST/EDT—and requires participation in a daily morning meeting;
- All staff members participate in several meetings throughout the day by Zoom and Google Hangouts; and
- Collaborative communication is encouraged through G-chat, Signal, email, etc.;

Generally, office hours are typically 9:00 – 5:00, Monday through Friday, however, at times evening and weekend hours will be needed to staff events, to meet deadlines and to respond to extenuating circumstances. **Such extension of hours is particularly true during heavy GOTC and GOTV endeavors.**

Salary & Benefits:

Fair Count offers a competitive salary commensurate with experience and benefits package.

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Application and Interview Procedure:

To apply, e-mail a cover letter, writing sample, your resume, and a list of references to Rebecca DeHart at Rebecca@FairCount.org. Please do not contact by phone.

To deliver on our mission, Fair Count hires and supports a diverse team of the best and brightest, most mission-driven people available. We value diversity. We welcome applications from candidates from all backgrounds and walks of life, and work hard to create an environment where everyone on our team feels included, involved in key decisions that affect them, and encouraged to bring their full selves to work.