



JOB DESCRIPTION | PRESS SECRETARY

The NewDEAL (Developing Exceptional American Leaders) is a diverse national network of the most thoughtful and impactful state and local leaders across the country. For more than 14 years, the NewDEAL has supported these commonsense, center-left Democrats by convening them with other policymakers and thought leaders, sharing and spreading policy ideas that work, and amplifying their voices on issues from combating climate change and building an inclusive economy to defending democracy.

The NewDEAL and its sister 501c3, the NewDEAL Forum, which produces state and local policy recommendations, is seeking a Press Secretary to be part of a small, highly collaborative team, to elevate NewDEAL, the Forum, and the voices of our leaders through traditional (TV, print, radio) and digital (social media sites, podcasts, etc.) outlets.

This position is a full-time (40 hour), salaried exempt position based in Washington, DC that reports to the Vice President of Policy and Communications. The Press Secretary, whose primary mission is to raise the organizations' visibility among key audiences, will: plan and direct NewDEAL's press strategy; build relationships with reporters, show hosts, bookers, producers, and others; pitch NewDEAL's executive leadership and members of the NewDEAL network; respond to media inquiries; manage press events; and draft press releases and other content. Specific tasks include but are not limited to:

- **Planning and Directing Press Strategy:**
 - Develop a plan for NewDEAL's engagement with the media, both over the long-term and around specific opportunities like NewDEAL and NewDEAL Forum events and policy report releases;
 - Raise NewDEAL's visibility around discussions about the future of the center-left and the direction of the Democratic Party;
 - Identify, build and maintain relationships with key media figures, including print/digital reporters and producers/bookers;
 - Collaborate with the Digital Manager to align efforts with social media presence;
 - Update media and press contact information database; and
 - Develop clear metrics of performance.
- **Pitching:**
 - Draft pitches for elevating NewDEAL voices on policy and political issues;
 - Conduct proactive outreach to book national and local media appearances for NewDEAL Leadership (including the CEO) and members of the NewDEAL network of state and local leaders;
 - Identify opportunities to have NewDEAL, along with the NewDEAL Forum's policy work, mentioned in stories; and
 - Place opinion pieces.
- **Organizing Press Events:**
 - Serve as point person for organizing/executing virtual and in-person press availabilities and interviews around NewDEAL events (e.g., annual fall Leaders Conference and spring Ideas Summit) and NewDEAL/NewDEAL Forum policy product releases.

Successful candidates will have:

- 4+ years managing press for a government official, campaign or trade association, or equivalent experience with a public relations firm or media entity.
- Excellent communications skills, including writing, editing, and proofreading
- A high level of attention to detail
- Experience working with and extensive contacts in national political and policy media
- Proven ability to work independently and meet deadlines
- Demonstrated ability to be an effective team player
- Background in center-left politics a significant plus
- Bachelor's degree a plus

Salary DOE. Interested candidates should send resume to jonathon@newdealleaders.org. No phone calls please. NewDEAL is an equal opportunity employer.