



### **Press Secretary:**

This is an exciting opportunity for a communications professional to have a substantive role in developing and executing a campaign's messaging strategy for a transformational candidate and people-first campaign seeking to inspire and engage a diverse electorate. The Press Secretary is responsible for working with senior leadership to develop earned media opportunities, including both rapid response to breaking news as well as proactive messaging. The Press Secretary's day-to-day responsibilities will include responding to media inquiries, proactively pitching stories and editorials, engaging with reporters and drafting press releases and statements, and working with the digital team on social media messaging.

### **Responsibilities:**

- Proactively seek out news opportunities and creative placement strategies as part of short- and long-term planning in coordination with senior campaign leadership.
- Proactively seek out engagement opportunities for diverse audiences.
- Develop and propose tactics to successfully pitch stories, including ensuring the candidate's placement in breaking news.
- Serve as an on the record spokesperson for the campaign.
- Draft standard pieces such as press releases, media advisories, talking points, web content, and other materials. Synthesize research into appropriate messaging.
- Build and maintain relationships with key reporters, editors and producers in print, online, television and radio;
- Work with and coach spokespeople on effective interaction with press;
- Plan and execute events such as press conferences, media availabilities and editorial board meetings;
- Research various issues in order to service media requests;
- Other duties as assigned.

### **Essential Qualifications:**

- Previous political communications experience, or similar experience with fast moving, proactive communication and/or crisis response
- Excellent verbal and written communications skills with attention to detail
- Demonstrated success with audience diversity and cultural competence
- Ability to work independently and in team settings, handling multiple projects simultaneously with tight deadlines
- Comfort with traditional and new media
- Ability to work long, irregular hours and travel as needed



- Reliable transportation
- Excellent organizational habits
- Strong interpersonal skills
- Commitment to investing in people and the development of teams and leaders, including volunteers.

**Preferred Qualifications:**

- Experience working with digital teams
- Multilingual
- Commitment to expanding coverage of underrepresented communities
- Experience working in Massachusetts politics

Salary: \$4000-6000/mo plus benefits

Location: Boston, MA

To apply, please send your resume to [jobs@allenforma.com](mailto:jobs@allenforma.com) with “[NAME]: Press Secretary” in the subject line. We do not require cover letters. Candidates with non-traditional resumes or non-traditional ways of demonstrating the qualifications above will be considered. Please do not hesitate to apply if you believe you are qualified along many, though not all of the dimensions listed above.