

## **Position Summary:**

Project Veritas is seeking a motivated communications professional capable of multi-tasking in a fast-paced, high-visibility work environment. The Communications Associate (CA) will work with the Communications Director, and together will execute and determine the strategy for managing all inbound and outbound Project Veritas communications. CA will coordinate with other specialized Project Veritas teams to prepare and publish video and news materials to online channels.

## **Key Responsibilities:**

- Publishing breaking video investigations on YouTube and social media channels
  - Titling, reviewing, and thoroughly understanding the published video content
  - Being prepared to intelligently speak about published and interrupted investigations with the press
    - Compose talking points and fact sheets for other Veritas spokespeople
  - Distributing press materials to and coordinating with key media partners ahead of and during video releases to maximize publicity and impact
  - Assist JOK with critical media and influencer outreach – with urgency!
    - Prepare lists and track status of each engagement
  - Monitor web, view, and social media traffic
  - Publish stories, updates, and videos on Veritas websites and across all social media channels quickly, systematically, and flawlessly
- Rapidly compose press releases for breaking Veritas video investigations in accordance with the AP style guide and with an eye for legal compliance
  - Transfer release copy to Veritas website and prepare for publication
    - Writing and assigning titles, tags, excerpts, categories
  - Conduct wide press release distribution to journalists nationally using AgilityPR toolkit
- Manage and monitor all Veritas social media channels daily (Twitter, Facebook, YouTube, and Reddit)
  - Script and submit social media posts to promote Veritas content or initiatives
  - Methodically organize creative materials for social distribution
  - Engage with Veritas social community via comments and direct messages
  - Direct incoming tipsters and donors from social media to respective Veritas parties
  - Collect and compile social media and viewership analytics when needed
  - Promote key media engagements (high-level JOK interviews, investigative results, credits to Veritas)
- Monitoring media coverage and respond accordingly to leverage news value
  - Read and take record of all new notable mentions of Veritas or O'Keefe in newspapers, broadcasts, and blogs
  - Work to force journalists who defame Veritas to issue corrections/retractions
  - Append newly discovered journalists who mention Veritas to our press lists for release distribution
- Review and assist with composition of outbound email communications, paying attention to tonal consistency, factual accuracy, and grammar/punctuation
- Coordinate and help plan JOK interviews

- Develop relationships with journalists/producers
- Assist in the creation and direction of marketing materials, both print and digital
  - Design and implement new and existing branding for defined conversions
- Occasional graphic design work for social media banners, formatting thumbnails, marketing materials, etc.

**Qualifications/Required Skills/Characteristics:**

- Strong public communications skills
- Basic Wordpress background
- Functional proficiency in graphical Adobe Product (Photoshop/Illustrator/InDesign)
- Basic video editing/trimming skills (Premiere/Final Cut)
- Team-player that works well with many inputs from various directions, and is willing to provide feedback when requested
- American political literacy
- Thick skin unafraid of the NYT editorial board
- Mission-oriented
- Prior experience in a communications or journalism is a plus