

PROJECT VERITAS SEEKS: COMMUNICATIONS DIRECTOR

Project Veritas seeks an experienced and talented individual to lead and manage our communications efforts. The ideal person would have shared values, managerial and spokesperson experience, and extensive experience in media and politics.

Veritas is one of the most unique and fastest-growing, mission-driven nonprofits in the world. We define our communications, digital marketing and media efforts as the targeted, measurable, and interactive marketing and distribution of our content, using digital technologies to reach and convert viewers into supporters and donors, and retain them. The key objective is to promote our content, build awareness, engage with viewers, supporters, donors and “whistleblowers,” and increase donations through digital and other marketing and all forms of media relationships and interaction.

OVERARCHING TALENT REQUIREMENT

The Communications Director directs all messaging and all interactions with the media. Must possess proven ability to create communications strategies, build relationships with the press, communicate with the media as the key spokesperson, set up interviews and identify and execute against media opportunities in support of the company’s mission.

KEY RESPONSIBILITIES

Lead PV’s strategic communications direction and ensure our communications plans support our mission at the highest level of impact.

Serve as a key PV spokesman and liaison with outside media and other organizations.

Ensure effective outreach to external constituents to increase awareness and understanding of our mission.

Manage day-to-day media and communications, comms staff as well as overseeing a cross-functional internal and external (contracted) team. Build a high performing team; develop and grow staff and their skills and capacity.

Ensure excellent systems and tools so that we can acquire, retain and build powerful and continuing relationships with all PV constituents; leverage existing and emerging technology, social media and constituent relationship management practices.

Actively partner and collaborate with cross-functional partners including key internal stakeholders, public relations, creative, national advertising, and go-to-market and campaign teams to ensure a consistent message and focus across all media channels.

Partner to develop advertising strategies for our requirements that provide key insights, meaningful engagements and build PV presence, influence and fundraising.

Maintain knowledge and high-level expertise in communication, marketing, digital, other relevant areas, industry trends and external factors affecting performance. Seek perspectives and understand practices of other organizations.

Provide keen editorial judgement, ensuring all external communications are accurate, verifiable, and legally compliant before publication.

Leverage professional network for maximum success during and between story releases, as well as during networking events.

Develop and maintain a communications strategy that keeps PV appropriately relevant in cultural and political spheres.

Identify and effectively justify the target conversion for each communications strategy.

Implement creative communications across social media, email, articles, and video with the goal of earning mainstream media coverage, so that critical mass regarding PV content is achieved.

SKILLS AND EXPERIENCE

Required:

The Communications Director should have prior experience and contacts with the media, be an exceptional writer and communicator, and be a proactive thinker and strategist.

10+ years of communications experience, preferably including director level responsibility for political and other campaigns or media experience dealing with political/cultural issues.

Strong leadership and consensus building skills, with a willingness to continually embrace personal and professional development.

Prior experience leading and developing a team of professionals, as well as working across indirect reports and cross-functional partners.

Must be able to articulate a vision and develop and deliver supporting communications plans. Comfortable working with ambiguity and change, and in a fast-paced environment.

Public relations experience including proactive marketing, crisis communications, copywriting, and proofreading.

Preferred:

An existing cadre of media and press contacts, media relations experience, and an understanding of the conservative media property and non-profit space.

Prior experience in news media, broadcast or written journalism, or other exposure or practice with the associated principles and ethics of those fields.

LOCATION AND COMPENSATION

This position is based at PV HQ in Westchester County, NY—just outside New York City. Competitive salary and benefits. Please contact: Jen@projectveritas.com