Georgia State Senate

Atlanta, Georgia 30334

Director, Senate Press Office

Job Description

The Georgia State Senate is currently looking to fill the position of Director for the Georgia Senate Press Office. The Senate Press Office (SPO) is the official press and media relations office for the Georgia Senate. The Press Office is a non-partisan office and is responsible for writing and sending out press releases, media advisories, columns and opinion pieces for each of the 56 Senators at their request. This office does not produce campaign-related materials, write campaign speeches or participate in other campaign-related or partisan activities beyond the scope of the day to day duties.

Job Specifications

Responsibilities

- Maintain the brand image of the Senate as an institution through visual look and feel, message, daily communication with Capitol Press Corps and strategic communication in both new and traditional media.
- Manage the work of the full-time and seasonal Senate staff members who provide communications and visual/broadcast media services in a non-partisan office.
- Oversee the production of and sign off on all written publications including press releases, columns, statements, media advisories, talking points, speeches.
- Function as executive editor of weekly session newsletter "This Week in the Senate," monthly interim newsletter "The Parliamentary Inquirer," and "At Issue"- both state and federal editions.
- Develop crisis communications plans for senators and propose solutions to enhance public perception.
- Oversee strategic communications plans developed with full time communications staff for all 56 Senate members, including press releases, columns, statements, media advisories, talking points and speeches.
- Oversee and sign off on all day-to-day office expenses.
- Acting press secretary for 10 – 12 members of the Georgia State Senate for Senate Leadership, those in higher profile chairmanships, including President Pro Tempore, Majority Leader and Rules Chairman.
- Monitor media coverage for individual senators using Critical Mention and oversee use of media monitoring software for Majority and Minority Caucuses.

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- Facilitate media requests in a timely manner.
- Promote new media use to Georgia State Senators.
- Select and pitch proactive media outreach (interviews and op-eds).
- Conceptualize direction and collective goals for Senate Press Office.
- Maintain and contribute case studies to the office "knowledge base"
- Work with Senate Research and Budget Directors to coordinate distribution dates for news regarding budget/big pieces of legislation.
- Manage facilities and office space assigned to Capitol Press Corps reporters.
- Regularly communicate with members of the media to ensure they have all publicly available resources necessary to effectively cover the Georgia Senate.
- Review all requests for media credentials.
- Manage senator biography revisions.
- Oversee the maintenance of district media lists for all 56 Senate members.
- Manage social media initiatives for the Georgia State Senate; including live updates from the Senate Chamber and committee meetings.
- Coordinate messaging with Lt. Governor's staff as necessary.
- Enforce Senate floor rules to visiting media and coordinate access to the Senate Press Gallery in the Chamber.
- Oversee the uploading and engagement of all social media platforms: Wordpress, YouTube, Facebook, Twitter, Instagram, LinkedIn, Vimeo.
- Coordinate with broadcast team to upload, disseminate, and archive committee and floor session audio and video recordings.
- Oversee the publishing of photographs taken by the Senate Photographer to public websites and member Dropbox links.
- Assign senator relationships to staff and monitor for problems and/or personality conflicts.
- Establish yearly and session goals for each employee regarding projects and professional development.
- Hold and lead weekly staff meetings during session to review meeting conflicts, areas where assistance is needed, plan updates, events, anticipated problems.
- Coach employees on media training; how to open/close press conferences, how to prep senators for interviews, general rules for on-camera interviews, do's and don'ts

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- Engage entire office in continuing education across all aspects within the discipline; crisis communications, strategy, social media, writing best practices, AP style, federal legislation, public speaking, graphic design,
- Work with the Office of the President Pro Tempore and Senate Committee on Administrative Affairs to develop and implement policies that guide SPO operations as new technology, tools, and procedures are implemented.
- Recruit and hire full-time and temporary (session) staff as needed.
- Oversee the training of temporary staff hired for the legislative session including contract editor, communications aide(s), and broadcast aide(s).
- Coordinate with the Chief of Staff, Office of the President Pro Tempore to implement staff retention measures.
- Report to the Chief of Staff, Office of the President Pro Tempore.

Desired Background

- Four-year degree from an accredited college or university in communications, public relations, journalism, political science, English, or related field.
- 5-7 years of experience working in external communications.
- A demonstrated record of developing press, communications and brand strategy.
- Experience in/around Georgia politics and the Georgia State Capitol.
- Experience managing other staff members and seeking out opportunities for continued education and professional development.
- Established working relationships with statewide media and political reporters.

Salary Range

- $90,000-$100,000; depending on experience and background

CONTACT:
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