



1400 EYE STREET, N.W. • SUITE 1200 • WASHINGTON, DC 20005  
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## **Job Announcement**

**Position: Director, State Communications**

**Supervisor: Vice President of Communications**

**Department: Communications**

**Location: Washington, DC**

The Campaign for Tobacco-Free Kids is seeking a Director of State Communications to develop and implement communications strategies in support of state and local advocacy objectives.

Responsibilities include media relations, advertising, persuasion direct mail, web site content, new media outreach and other communications tools. The Director also provides strategic and technical communications assistance to state and local coalitions. Other responsibilities include supervising Kick Butts Day media activities and coordinating election-related communications strategies of the Tobacco-Free Kids Action Fund.

### **PRIMARY DUTIES**

- Manage the development and implementation of state and local communications strategies, including media relations, advertising, direct mail, web site content, new media outreach and other communications tools.
- Coordinate state communication activities with Regional Advocacy Directors.
- Supervise development of all state and local advertising and direct mail, including work of advertising and direct mail agencies.
- Draft, edit and distribute media relations materials, including press releases, statements, op-eds, letters to the editor and editorial board memos. These include materials for use by both the Campaign and outside organizations/advocates.
- Conduct media outreach and field media calls related to state and local initiatives. Arrange interviews with appropriate staff.
- Plan and implement press conferences and other media events.
- Help plan, write and edit annual report on state tobacco settlement.
- Manage media relations activities for release of annual state tobacco settlement report and helps edit report.
- Manage production of video and audio news releases and satellite media tours.
- Provide strategic and technical assistance to state and local tobacco control advocate and coalitions, including the development of communications plans and materials.
- Participate in CDC media calls to track upcoming research and other activities.
- Draft and update web site materials related to state and local initiatives and work with Web Director to keep relevant sections of the web site updated.

- Stay current about state and local issues, activities in target states, and key messages by following press clips, state team reports, message research and other relevant materials. Identify potential news hooks and develop strategies and materials to achieve media coverage.
- Supervise Kick Butts Day media activities.
- Coordinate election-related communications strategies of the Tobacco-Free Kids Action Fund
- Supervise work of Communications Associate.
- Other duties as assigned.

## **REQUIRED SKILLS**

- Bachelor's degree in communications or related field and minimum seven years communications/public relations experience.
- Experience in political or policy-related campaigns.
- Excellent writing, editing and project management skills.
- Excellent communications, interpersonal, and organizational skills.
- Ability to operate independently with only general supervision.
- Ability to successfully manage multiple and changing priorities in a fast-paced, dynamic environment.
- Team player attitude.
- Some travel required.
- Commitment to tobacco control issues.

## **How to apply**

Please submit resume, cover letter and two writing samples to [jobs@tobaccofreekids.org](mailto:jobs@tobaccofreekids.org) or mail to:

Director of State Communications  
Campaign for Tobacco-Free Kids  
1400 I Street NW, Suite 1200  
Washington, DC 20005

No calls please. EOE.

The Campaign for Tobacco-Free Kids is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world. By changing public attitudes and public policies on tobacco, the Campaign strives to prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke.

10/09