



Strategic Communications Manager

The National Immigration Forum (the Forum) advocates for the value of immigrants and immigration to the nation.

Founded in 1982, the Forum plays a leading role in the national debate about immigration, knitting together innovative alliances across diverse faith, law enforcement, veterans and business constituencies in communities across the country. Coming together under the Forum's leadership, these alliances develop and execute legislative and administrative policy positions and advocacy strategies.

Leveraging our policy, advocacy and communications expertise, the Forum works for constructive immigration and sound border security policies, balanced enforcement of immigration laws and ensuring that new Americans have the opportunities, skills, and status to reach their full potential.

Visit our website at www.ImmigrationForum.org for more information about the Forum.

Reports to: Vice President of Strategic Communications

Exempt or Non-Exempt: Exempt

Position Summary: The Strategic Communications Manager will be responsible for managing the Forum's day-to-day media relations and messaging needs, while also helping envision and lead long-term communications projects. The Strategic Communications Manager also manages the Forum's daily immigration newsletter and serves as a mentor to associates and interns and as a thought partner to the Vice President of Strategic Communications.

Primary Responsibilities:

Communications Strategies

- Work closely with the Vice President of Strategic Communications to identify opportunities and craft media and messaging strategies
- Attend key organizational and coalition meetings and events to identify strategic communications opportunities

- Manage production of our daily newsletter (“The Forum Daily”), including:
 - Suggesting topics and articles, and reviewing others’ suggestions
 - Editing the newsletter for content, message, tone and style
 - Helping to strategize how to broaden readership and distribution of the newsletter
- Manage the Forum’s rapid response communications needs, including:
 - Identifying when rapid response communications are necessary
 - Drafting press releases
 - Drafting topline messaging for our key communicators
 - Disseminating response materials and messaging to press and stakeholders
- Help develop long-term communications plans around opportunities such as a federal legislative advocacy campaign or current events

Media Relations

- Help coordinate and execute a proactive media plan nationally and in target markets, including pitching and other outreach to media and fielding requests
- Draft and develop advisories, statements, and media toolkits
- Help organize and execute press events
- Help cultivate and maintain relationships with key national and state reporters, editors, producers, and bookers who cover the U.S. immigration and refugee systems, workforce development, naturalization, and intersectional issues

Messaging

- Draft messaging, including rapid response messaging, that advances the Forum’s mission and resonates with our moderate and conservative audiences and constituencies
- Help support and implement messaging and polling research projects
- Help ensure messaging across the organization aligns with organizational strategies

Other

- Manage interns, as needed
- Help facilitate collaboration across staff levels within the Forum
- Provide additional capacity and support on administrative and substantive work as assigned

Required Experience and Qualifications:

- A minimum of six years of relevant professional experience with progressive responsibilities; past experience as a manager or supervisor preferred
- Bachelor's degree or similar professional accreditation
- Excellent writing and editing skills in English
- Experience working with the media and cultivating relationships with journalists
- Experience wrangling various internal stakeholders across an organization to secure the necessary input, buy-in, and approvals
- Self-starter with strong organizational skills; detail-oriented; and possess the ability to follow projects through to completion
- Ability to understand and translate the “big picture” vision of the Forum’s work; specifically, how discrete tactics and programs relate to a long-term strategy
- Ability to tailor content and messaging for targeted audiences
- Ability to work collaboratively across teams and levels within the organization

- Be able to delegate work and comfortable providing feedback on written materials and other work products
- Be able to work in an intense, fast-paced work environment, balancing multiple projects while meeting tight deadlines
- Understand and commit to the mission and goals of the National Immigration Forum

Preferred Experience and Qualifications:

Preference will be given to candidates with one or more of the following qualifications:

- Fluency in Spanish
- Experience with Active Campaign or similar email marketing program
- Experience with Salesforce or other CRMs
- Experience with WordPress

The National Immigration Forum offers a very competitive salary and benefits package, including health and dental insurance and a retirement plan. The National Immigration Forum is an equal opportunity employer. We value diversity and are committed to creating an inclusive environment. People of color, ethnic minorities and women are strongly encouraged to apply.

Salary: Starting salary \$70,000 per annum.

Please send cover letter and resume and salary requirements to: **resume@immigrationforum.org** and include “**Strategic Communications Manager**” in the subject line. Applications submitted without the required information will not be considered. Candidates are encouraged to apply on or before June 3, 2022; however, the position will remain open until filled.