



GEORGIANS FOR
LAWSUIT REFORM

Position Title: Director of Communications

Reports To: Executive Director

Position Summary: Will develop, implement and execute the Georgians for Lawsuit Reform's communications strategy and plan consistent with the Board's goals and objectives; identify key stakeholders and/or general public GLR needs to reach; develop and recommend key messages for the identified target audiences; perform communications functions including the basic promotion of GLR, its brand, and GLR issues and priorities via news releases, media advisories, media relations, social media, and assistance with advocacy campaigns; produce or coordinate quarterly newsletters and other publications; evaluate, develop, strengthen and maintain a relevant online and social media presence including the GLR website, social media pages, and any other appropriate communications. Will also assist in day-to-day operations of the Association as requested by the Executive Director. Will assist in lobbying efforts at the Capitol at the request of the Executive Director.

Responsibilities:

- Develop, implement, and evaluate the annual communications plan consistent with the Board's strategic plan to broaden awareness and educate members of the General Assembly to the general public on lawsuit reform issues
- Create a brand/marketing/public relations strategy that will allow GLR to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media, public officials, and key influencers
- Identify communication challenges and emerging issues faced by GLR and its members
- Identify key stakeholders or public GLR needs to reach and recommend the key messages for the identified targeted audiences
- Work closely with the Board, staff, lobbyists, members, and other key partners to recognize and develop internal and external communication opportunities and solutions that define and support GLR advocacy issues
- Oversee the continued development and management of the GLR brand
- Oversee, or execute as appropriate, all communication intended for public consumption to ensure compliance with the communication plan (create and launch press releases and marketing campaigns)
- Oversee, or execute as appropriate, the development, distribution, and maintenance of all print and branded materials (newsletters, brochures, membership materials, annual report, etc.)



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- Oversee, or execute as appropriate, the development, distribution, and maintenance of all electronic communications (website postings, electronic newsletters, blog, and other electronic communications)
 - Evaluate, develop, enhance, and maintain GLR's website
 - Enhance GLR content sharing and increase audience engagement on GLR social media channels
 - Manage media relations and maximize media opportunities; draft op-eds on lawsuit reform for Executive Director, key stakeholders
 - Cultivate and manage press relationships to position GLR as a thought leader on lawsuit reform issues and to ensure coverage of issues of strategic importance to GLR members
 - Assist in day-to-day administrative tasks as needed by the Executive Director and Board
 - Ability to register as a lobbyist in Georgia and attend legislative session as requested by Executive Director •
- Work with Executive Director to produce weekly legislative report for GLR members during session including legislative tracker and analysis

Qualifications:

- Bachelor's Degree in Communications, Public Relations, or a related discipline and 3+ years of experience in a communications role, or an equivalent combination of education, training and experience related to the duties of the position
- Experience in legal/political communications and/or publications preferred
- Experience managing and executing across several communications media • Strong oral communications skills
- Strong written communications skills capable of writing and proofing content
- Experience with Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher) required
- Experience with WordPress required
- Experience with HTML preferred
- Willing to execute day-to-day tasks and work independently
- Ability to prioritize and follow through effectively
- Self-motivated, but willing to take direction

This position is full-time salaried, commensurate with experience.

Office is located in Atlanta, GA.