

State of Delaware
House of Representatives
Position Description

Deputy Communications Director

Summary Statement

The Deputy Communications Director assists the Communications Director in providing effective communications with the media, constituents and general public for the Majority Caucus of the House of Representatives.

Nature and Scope

The Deputy Communications Director reports to the Chief of Staff, but (S)he will work closely with the Communication Director on a day-to-day basis, and may receive assignments from individual Caucus members. Due to the nature of these assignments and continuing interaction with the news media, constituents and the general public, the Deputy Communications Director must use tact at all times. Assignments are diverse in nature and often have conflicting time priorities, requiring him or her to work independently, manage tight schedules and handle multiple tasks simultaneously.

As media relations is a part of the job, the Deputy Communications Director must have excellent communication skills and keep constantly abreast of all major activities of the Caucus and individual members.

Skills

The ideal candidate for Deputy Communications Director will possess the following skills:

- Ability to write clearly and concisely
- Knowledge of Associated Press (AP) grammar style
- Background in journalism as a reporter
- Knowledge and understanding of local politics and issues and how they impact caucus members
- Experience using social media (Facebook, Twitter)
- Ability to produce press releases and other written documents on a deadline
- Ability to take quality photographs at press conferences and community events
- Ability to research and review data for trends
- Experience using Microsoft Office, Publisher, Adobe Photoshop e-newsletter/marketing programs

Principal Duties

1. Assist the Communications Director in researching, developing and drafting speeches, letters, opinion pieces and other printed communications for members.

2. Write press releases for the caucus or individual members as needed.
3. Work with the Communications Director to write and format electronic newsletters (including articles, briefs and photos) for the caucus and individual members.
4. Maintain an archive of media publications and print/television coverage of individual members.
5. Assist with the setting up and coordination of various media events, including: interviews, news briefings, speeches, talk shows, etc.
6. Maintain caucus and individual members' social media (Facebook, Twitter) presences and use social media other new media efforts to effectively communicate the caucus' and individual members' messages.
7. Perform other related duties as assigned.