

COMMUNICATIONS DIRECTOR – 2017

COMPANY PROFILE

Cor Strategies is an innovative political solutions company founded in 2009 on the concept that the fields of politics, marketing, and technology could be fused to achieve superior results. We are now the largest center-right political consulting firm in Illinois, having worked with nearly 400 campaigns and 150 businesses and organizations.

POSITION DESCRIPTION

Since our founding in 2009, one of Cor's biggest strengths has been our ability to develop highly-effective messaging for our clients, and then communicate that message consistently and convincingly on every available platform. We are looking to bring someone in with communications skills who we can train to ultimately run this department.

To start, this individual would be tasked with executing our communications strategies by utilizing the messaging we have developed. They will execute PR plans by developing and sending press releases, identifying publicity opportunities, supporting our PR and communications clients, maintaining press lists, and developing relationships with media. They will also create content that incorporates that client's messaging and reflects their identity and campaign strategy, including emails, call scripts, social media posts, and responses to queries and questionnaires.

Ultimately, as the individual proves themselves capable, they will be tasked with developing high-level messaging for clients, working directly with the strategy team and client. They will help examine and document client identities, combine bio and historical details with identities to craft narrative biographies, and work within an identity and campaign strategy to develop campaign themes, slogans, and talking points.

Individuals in this role must have a documented ability to communicate effectively in writing as well as verbally, as well as the ability to write in another's voice. They must have a passion for communicating ideas, issues, and candidates, and an ability to communicate another's ideas and thoughts as if they were their own. The ideal candidate for this position is prompt, responsive, supportive, collaborative, patient, thorough, articulate, and driven. They must have the ability to multi-task and handle multiple responsibilities at the same time. They must embrace challenges and have the ability to set ambitious goals and deliver results. Candidates must hold right-of-center political beliefs and be located in (or able/willing to travel to) Chicagoland.



POSITION RESPONSIBILITIES

- Work directly with multiple clients and be able to understand their identities, messaging, and strategic goals in order to give each the impression that they are your only client.
- Develop and execute PR plans by drafting press releases and talking points, identifying publicity opportunities, maintaining press lists, and fostering relationships with media.
- Ensure clients stay on message by monitoring and providing feedback, support, and training as necessary.
- Develop content for clients based on their specific identities and messaging, writing/speaking in their voice; content includes press releases, stories, articles, emails, letters, social media posts, call scripts, questionnaire answers, and inquiry responses.
- Coordinate content with clients, facilitating and implementing client feedback.
- In time, and with training on Cor's processes and strategies, develop identities, themes/slogans, bios, messaging, and talking points for campaign and organizational clients.
- Build relationship with candidates and their staffs to become a vital member of their inner circle.
- Meet specific weekly and monthly goals, and regularly report progress to leadership and clients.

POSITION REQUIREMENTS

- Demonstrable Republican or conservative political communications experience
- Self-starter with ability to work independently and as part of a team
- Excellent verbal and written communications skills
- A desire to learn and an interest in continued involvement in right-of-center politics
- Trustworthy and ability to respect confidentiality and work with discretion
- A strong commitment to Cor's mission, core values, and clients
- A passion for the opportunity and field as well as an interest in growing with an exciting firm
- Located in (or able/willing to travel to) the northwest suburbs of Chicago

POSITION COMPENSATION & BENEFITS

Compensation will be commensurate with experience and responsibilities. Cor provides healthcare and retirement benefits, a flexible work schedule, and rapid advancement opportunities.

TO APPLY

Send a cover letter, your resume, 3 references, and links to your social media profiles to Hub@CorStrategies.com. Phone calls will not be accepted.

