

## Job Description

<b>Title:</b> US Communications Director	<b>Reports to:</b> Head of Strategy
<b>Location:</b> Chicago	<b>Status:</b> Full-time
<b>Start date:</b> Immediate	

### Summary

The United States (U.S.) Communications Director will oversee all communications activities for the Paulson Institute (PI) in the U.S. As the lead for U.S.-based Communications, while working very closely with a counterpart in China, the Communications Director will be responsible for developing and executing a communications strategy to highlight PI's mission and programmatic activities to relevant US audiences. This Director will build a strong profile for PI and its leaders among key policy and thought leaders in the US-China geopolitical, economic, and environment sectors. This includes working with the organization's senior leaders on the Paulson Institute's messaging to key audiences through traditional and social media engagements in the US, as well as via our website. Impeccable writing skills, a strong understanding of the nuances of political policy communications and the ability to manage media and other relationships are keys to success in this role.

### Responsibilities:

- Create and manage strategic communications in the US with an understanding of the US-China relationship: identifying and developing goals, audiences, and key messages, and implementing impactful communications strategies that promote PI and highlight its experts, including Chairman Hank Paulson. Build strategies across the organization to effectively brand our mission and our message.
- Identify and navigate risks that may arise from political policy messaging and communications within the US context. Calmly recognize and manage through crises.
- Work across the organization and within the Communications team to provide strategic input and tactical execution on all content development, event ideas and planning, quarterly newsletters, media partnerships, etc.
- Manage US media engagement. Provide recommendations for opportunities and, where valuable, secure US media exposure in broadcast, print, and digital media for PI experts, working to actively shape coverage of PI and its programs. Maintain strong relationships with Western journalists who cover China. Assist on engagement strategy with China-based reporters of international news outlets.
- Write incisive, original content in a journalistic style.
- Work across the organization to redesign the website. Oversee the PI English website, keeping information relevant and updated in line with mission and key messages; manage the PI blog through conception, writing, and editing.
- Oversee PI's US digital strategy and related promotional materials for PI's social media feeds. This includes writing and editing social media content and overseeing the Communications team's administration of PI's US-Based social media. Coordinate with China-based staff on digital strategy for China.
- Develop metrics for measuring communications tactics and provide regular updates on how the communication strategy is meeting objectives.
- Develop US-based promotional materials to highlight PI's mission, activities and achievements, including an annual report and overview materials for donors and partners.

- Assist PI experts, including the Chairman, in preparing for interviews and speaking engagements.
- Assist in writing or editing internal announcements and other staff communications

**Qualifications:**

- 10-12 years relevant experience in communications, journalism, or related field developing and executing an organizational communications strategy
- Work in a political communications role managing issue communications with a deep understanding of the US political context as it relates to various issues such as China, trade, investment, international relations, etc.
- Demonstrated experience working with media in the US to pitch and shape stories toward a favorable outcome; experience working with media in China a plus
- Ability to write incisive original material in a journalistic style for external use
- Extensive experience advising principals on communications and messaging, preparing them for external engagements, and offering clear guidance and feedback
- Hands-on experience in the development of digital media strategy and implementation
- Excellent written and oral communication and organizational skills
- Bachelor's degree

*To apply, please submit your resume and a cover letter to Cathy Gifford at [cgifford@paulsoninstitute.org](mailto:cgifford@paulsoninstitute.org).*

**Organization Description**

The Paulson Institute is a non-partisan, non-profit “think and do” tank grounded in the principle that today’s most pressing economic and environmental challenges can be solved only if the United States and China work in complementary ways. Our mission is to strengthen U.S.-China relations and to advance sustainable economic growth and environmental protection in both countries.

Founded in 2011 by Henry M. Paulson, Jr., the 74th Secretary of the Treasury and former Chief Executive Officer of Goldman Sachs, the Paulson Institute is based in Chicago and has offices in Washington DC, and Beijing, China.