Communications Director

Former Congressman Tom Perriello seeks a Communications Director in his race to bring principled, progressive leadership back to the Blue Ridge and flip this district Red to Blue. Tom is running to flip VA-05, or the proposed VA-06 should the redistricting referendum pass in April.

The Communications Director is a key member of the campaign's leadership, overseeing the communications strategy and working closely with other senior-level staff to craft disciplined and effective programs.

The Communications Director will oversee all campaign-related communications matters, including developing and executing a robust communications plan. They will work closely with the Campaign Manager and candidate to expand the campaign's visibility, drive a core, disciplined message, and operate strategically across multiple different communication mediums. We are looking for someone with strong communication and interpersonal skills, and who has experience working in a fast-paced environment.

Responsibilities

- Write and develop a full, cycle-long communications plan
- Oversee all communications matters, including drafting press releases, communication with reporters, press events, op-eds, talking points, managing the campaigns' social media accounts, and rapid response on behalf of the campaign
- Create a proactive communications calendar to strategically drive the campaign's message through various communications mediums
- Work with local and national reporters to pitch stories and share the campaign's message narrative in the press
- Develop the campaign's social media presence and day-to-day digital content
- Create basic graphics and short-form video content for social media (Canva, basic video editing)
- Work closely with the candidate, campaign manager, and consulting team to shape the campaign's overall communications strategy – including all paid and earned communications
- Serve as an on-the-record spokesperson for the campaign

Required Qualifications

- Two cycles of experience in campaign-based communications work
- Experience working directly with reporters, and a comfort in dealing with local, in-state, and national reporters
- Exceptional writing skills across formats and under tight deadlines
- Strong organizational skills and the ability to multitask and prioritize projects while working on a deadline

- fluency with social media platforms and content creation tools
- Experience pitching press and earned media hits, including the use of in-person and virtual events to drive a campaign's desired message

Position Information:

- Full time, in-person in Charlottesville, VA
- Salary: $6,000 / month, healthcare stipend and supporter housing available
- This is a cycle position with an end date of November 30th, 2026

Interviews will take place on a rolling basis. To apply, please email your resume and 3 professional references to bridgette@tomperriello.com with the subject line "Communications Director"