



DIRECTOR OF COMMUNICATIONS

OVERVIEW OF THE POSITION

Voices for a Safer Tennessee (Safer TN) is seeking an experienced communications professional to lead key aspects of the organization's communications strategy in an effort to reduce preventable firearm deaths and injuries in Tennessee. In this newly created position, the Director of Communications will be responsible for developing and executing a multichannel communications, public relations and media strategy aimed at growing our coalition; advancing state policies and practices that support firearm safety; educating the public about the pressing need for evidence-based, pragmatic policies; and activating our members to be effective advocates and informed voters. Reporting to the Executive Director, the Director of Communications will manage at least one other communications team member, manage multiple external consultants, and collaborate with the organization's leadership team and key volunteers to advance Safer TN's priorities. This position is based in Nashville and primarily remote, with frequent in-person meetings and presence at the state Capitol required. For this reason, a resident of Middle Tennessee is strongly preferred. The target start date is October 14.

ABOUT SAFER TN

Voices for a Safer Tennessee is a nonpartisan, nonprofit statewide coalition dedicated to building safer, healthier communities by improving firearm safety and advocating for pragmatic firearm laws that reduce preventable firearm tragedies. Founded in the wake of the tragic mass shooting at The Covenant School in Nashville in March 2023, Safer TN brings together Tennesseans of all political ideologies and walks of life who share a commitment to the safety of our children and communities. In just over a year, the coalition has grown from a few dozen to nearly 30,000 members representing every county in the state.

Safer TN has three policy goals that guide our legislative strategy:

- Enact temporary transfer laws that would create a court-ordered process to temporarily remove firearms from an individual who clearly presents an imminent risk of danger to self or others.
- Improve secure storage of firearms, to stem the epidemic of firearm thefts from vehicles and accidental shootings by children.

- Expand background checks for firearm purchases.

KEY RESPONSIBILITIES

- Partner closely with the Executive Director and public relations consultants to lead Safer TN's communications strategy, including developing and executing a multichannel communications, public relations and media strategy focused on advancing the organization's mission and priorities.
- Manage one other paid communications team member and the organization's communications consultants.
- Serve as media spokesperson as needed.
- Develop and/or edit collateral, talking points, digital content and other strategies to support the work of Safer TN's outreach to coalition members, policymakers, donors and the public.
- Serve as the custodian of Safer TN's brand identity and voice, ensuring consistency and coherence across all communications channels and materials. Oversee brand guidelines and standards for internal and external use and monitor adherence to these guidelines.
- Develop and manage Safer TN's editorial calendar, ensuring a consistent cadence of relevant content that engages key audiences across the organization's communications platforms, including the social media, mass email communications, the organization's website, videos and other channels.
- Manage the production, design process and editing of major reports, policy documents, external newsletters, and other key communications and policy material; work collaboratively with the Executive Director, Policy Director and key volunteers on content.
- Maintain a deep understanding of the local, state and national media narrative around firearm safety issues and ensure that Safer TN's voice is advancing our priorities within that context.
- Oversee strategy for Safer TN's digital channels, including the organization's website and social media accounts.
- Serve as project manager for outsourced video productions.

IDEAL CANDIDATE REQUIREMENTS

- Strong alignment with Safer TN's mission and education and demonstrated commitment to our core values
- Outstanding writing, editing and proofreading skills across a variety of communications channels, including written reports, social media and email communications
- Outstanding oral communication skills and experience speaking on-the-record with the media

- Previous experience in journalism, public relations, or corporate, public-sector or nonprofit communications
- Demonstrated ability to work in a nimble, resilient and responsive way, understanding that communications needs can rapidly evolve
- Track record of designing, developing, executing and assessing communications campaigns
- Understanding of the world of advocacy and politics
- Experience in issues management and crisis communications
- Ability to synthesize data and perspectives quickly to formulate insights, draw conclusions and communicate complex information to a wide range of audiences
- Excellent project management skills with the ability to juggle multiple projects at once and prioritize work appropriately — balancing needs for strategy and execution
- Prior management or coaching experience preferred

COMPENSATION AND TIME OFF

The salary range is \$60,000 to \$80,000 per year, commensurate with experience and qualifications.

Additional compensation:

- \$700 monthly stipend for health, dental, and vision insurance
- \$100 monthly technology allowance

Paid Holidays: All regular full-time employees qualify for the following (10) paid holidays: New Year's Day, Martin Luther King Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Thanksgiving, Day after Thanksgiving, Christmas Eve, Christmas, and the employee's birthday.

Paid Time Off (PTO): Regular full-time employees are eligible and may utilize paid time off (PTO) for sick leave, vacation, personal time, etc. PTO is a flexible system that allows the employee to schedule time away from work for vacation, observance of holidays not observed by Safer TN, minor illnesses, doctor appointments or other personal business. Employees accrue PTO on a monthly basis beginning the first day of employment. All regular full-time employees can accrue 120 hours (3 weeks) per year. After the completion of the first full year of employment from the hire date, eligible employees will earn an additional week of PTO for a total of 4 weeks.

COMMITMENT TO DIVERSITY & INCLUSION

Deaths and injuries by firearm affect every community in Tennessee – cities, suburbs, small towns and rural areas. From its inception, Safer TN has sought to bring together people with different life experiences, political ideologies and points of view to attack this pervasive problem. As we grow, we seek to build a team that reflects that philosophy.

Safer TN is an equal opportunity employer. Applicants are considered for all roles without regard to race, color, religion, gender, pregnancy, national origin, ancestry, age, marital status, veteran status, disability, sexual orientation, genetic information, or any other legally protected characteristic or status.

TO APPLY

To apply, please complete the application at [this link](#) by September 13, 2024. We recommend interested applicants apply as soon as possible.