

Communications Lead Job Description

The **AIGA DC DotGov** initiative is being refreshed and restarted for the DC design community. As part of that work, this position (Communications Lead) will assist the DotGov Civic Design Chair in support of the DotGov initiative's multiple communications efforts, with several specific stated goals:

1. Short-term (Spring/ Summer 2025)

- a. Design communications strategies, marketing copy, and additional communications deliverables and processes to drive ticket sales / RSVPs to DotGov events.

2. Long-term (Fall 2025 Conference)

- a. Identify audiences within DotGov's community, and design communications strategies, marketing copy, and additional communications deliverables and processes to target and rebuild awareness of the DotGov initiative. (*DotGov rollout*)
- b. Design communications strategies, marketing copy, and additional communications deliverables and processes to drive ticket sales / RSVPs for the fall 2025 DotGov Conference sessions.

The **Communications Lead** will work together with the Social Media Lead and DotGov committee members to help the DotGov Civic Design Chair develop the necessary strategy, processes, and best practices to ensure DotGov events (both big and small) are able to meet ticketing / attendance goals, connect the DC government and civil society design community, and deliver experiences that enhance our audience.

About the 2025 Conference: *The DotGov Design Conference 2025 will be a volunteer-run conference that honors and unites civic tech experts, offering a range of programming such as keynote speeches by renowned designers, smaller workshops, and more. The conference theme is Inclusive by Design: Empowering Civil*

Servants and Advocates Through Design.

*The DotGov Design Conference 2025 has expanded its scope to encompass diverse fields, interests, and members of the federal, state, and local government design community at all levels, **as well as the civil society and nonprofit design community.***

Key Responsibilities

The Communications Lead is responsible for supporting communications efforts by helping to ideate, develop, review, and implement DotGov's communications materials and strategy. In practice, these core responsibilities may include:

- Working with the team to develop a Communications Strategy, including editorial calendar, and ideas for new ways/channels to disseminate information / drive ticket sales / RSVPs.
- Implement and enforce the approval process cadence for all communications.
- Ensure maintenance of style and tone of content, in accordance with DotGov's voice and the AIGA DC style guide.
- Maintains and updates the editorial calendar
- Work with various teams to develop marketing collateral/swag for DotGov initiative and events
- Pitch thematic digital content for DotGov / AIGA DC platforms.
- Engage with DotGov community members by capturing their stories and work, and then publish them.
- Extend the life of in-person programming through blog posts, reels/stories, or other means.
- Report to the DotGov Executive Team about the performance and outcomes of their work
- Create documentation for the transfer of knowledge to the future DotGov leaders and volunteer committee members

In an average week, the Communications Lead might:

- Attend the weekly check-in for the DotGov Communications Team.
- Check-in with DotGov Executive Team members on the progress of a given task, such as changes to the editorial calendar
- Prepare a draft agenda or deck for a committee meeting.
- Review copy for a marketing email.
- Monitor event planning.
- Brainstorm an opportunity for a novel marketing campaign to drive ticket sales to an event.

What We're Looking For

The ideal candidate:

- Is persuasive, resourceful, and possesses excellent
 - Relationship-building,
 - Communication, and
 - Management skills.
- Is a passionate individual who believes in the mission of DotGov Design to cultivate, celebrate, and communicate design and its impact across government and civil society.
- Is committed to learning and proactively seeks opportunities to ask questions and learn to grow in their role.
- Will bring a unique perspective to DotGov Design and can communicate in ways AIGA DC has not thought of before.

Meeting and Time Commitments

- **An average week may require 5-8 hours of work between writing / editing, developing materials and comms strategies, and checking in with the DotGov Executive Team and other volunteer teams.**
 - During the Spring/Summer, this might look like 4+ hours per week as we get started, but as we get into the heavy-lifting of planning during the Fall

the time requirement is likely to look like 8+ hours per week.

- Participates in meetings with the Executive Team and the Communications team, and other volunteer committee meetings as needed.
- Responds to all Slack requests within 24 hours and monitors relevant channels to address any issues proactively.
- Monitors and responds to all emails promptly.
- Flags any possible support outage ASAP to allow for planning.