

## STAFF OPENING

**Title:** Director/Manager, Media Relations\*

**Department:** Public Communications

**Reports to:** Senior Director, Media Relations

As the leading global association of mutual funds, ETFs, and other regulated funds, the Investment Company Institute encourages adherence to high ethical standards, promotes public understanding, and works to advance the interests of funds, their shareholders, directors, and advisers. We currently have a Director, Media Relations position available in our Public Communications department.

As a member of the Public Communications department staff, this position supports Institute policy initiatives by promoting the industry and its viewpoints on relevant policy, industry and regulatory issues; serves as media point of contact and specialist on ICI proactive media outreach, lead writer for Media Relations team, including talking points, op/eds, letters to the editor, blog posts. The incumbent also serves as spokesperson, and assists in developing and executing media campaigns.

Essential functions of this role include:

- Media relations
  - Leads daily proactive media efforts, such as reporter cultivation, issues spotting, media correction, working closely with the Senior Director.
  - Constantly monitoring media coverage for new contacts, trends, corrections, seeking to initiate proactive outreach efforts.
  - Condenses and effectively conveys messages to the media, both proactively and reactively.
  - Cultivates and maintains national, trade and international media relationships.
  - Serves as on the record media spokesperson when directed.
  - Assists with management of and interaction with external agency on key issues.
  - Interview principal preparation, including message development and coaching.
  - Regular coordination with Government Affairs team.
  - Other special proactive media campaigns, as assigned.
- Lead writer for Media Relations efforts
  - Writes internal and external talking points, letters to the editor, ICI blog posts, op/eds.
  - Collaborates closely with Editorial team to conceive and deploy editorial content advocating policy positions through resource pages, FAQs, backgrounders and social media.
  - Leads Resource Center management for proactive media outreach.
- Assists in developing and implementing media relations strategies advancing Institute policy goals.
- Participates in the formulation of Institute communications goals and objectives.
- Works constructively with other Institute departments in the furtherance of ICI policy objectives.

If you have the following credentials, we encourage you to apply:

- Bachelor's degree in journalism or related field and five or more years of experience in policy communication or related field (public relations, journalism, public affairs); Capitol Hill communications experience a plus.
- Knowledge of financial industry and retirement policy issues strongly preferred.
- Previous media experience.
- Strong writing and editing skills with quick turn around on product.
- Self-starter who can take initiative while working closely with Senior Director, Media Relations.
- Experience managing external vendors.
- Knowledge of financial services, mutual fund industry specifically, as well as retirement issues and policy.
- Experience in principal interview preparation.
- Familiarity with financial and trade media.
- Ability to think creatively and strategically.
- Ability to handle multiple tasks on deadline.
- Ability to work collaboratively with the Media Relations team and across other divisions within ICI.
- Good judgment.

ICI offers competitive pay, excellent benefits to include a comprehensive medical plan, generous 401(k) retirement savings plan, paid leave, commuting subsidies, and tuition reimbursement as well as training and development opportunities. Based in Washington, DC, ICI is conveniently located next to McPherson Square Metro station.

To be considered for the position, email your cover letter and resume to [employment@ici.org](mailto:employment@ici.org)

ICI is an Equal Opportunity Employer that values diversity and inclusion in the workplace.

\*Title is dependent upon experience