

## Media Affairs Specialist

### About HIT Strategies

HIT Strategies is a small but rapidly growing polling, messaging, and strategy firm that uses innovative research methods to understand, communicate with and mobilize some of the hardest to reach communities in society. Women, millennials (+ gen-z), and minorities are irreversibly shifting voting and consumer patterns in America. At HIT Strategies, we apply our lived experiences at the intersections of society to explore and empower these communities so that our partners can realize the full potential of rapid diversification in America.

Diversity, equity, and inclusion are at the heart of our mission. As the leading millennial and minority-owned public opinion research firm, our team must reflect the country's incredible diversity. Therefore, we especially encourage applications from people of color, LGBTQ individuals, people with disabilities, and groups underrepresented in political research.

### Media Affairs Specialist

HIT Strategies, a progressive Washington, DC research firm is seeking a full-time media affairs specialist to handle the media relations and critical communications tasks for a public opinion research firm. Working with the Senior Director of Communications, the media affairs specialist will implement the company's external communications strategy to support the company's goals and objectives and increase the organization's visibility. We work closely with high-profile political organizations and candidates, so interest in electoral politics, social activism, and advocacy work is preferred.

### Role /Responsibilities

- Manage media contacts and company brand and reputation in earned media
- Write press releases, talking points, op-eds, and other media assets to communicate research and data to the public and media
- Outreach to media on behalf of the company for media interviews, print stories, and radio and television appearances.
- Develop, plan, and coordinate media events with strategic partners.
- Support rapid response and reactive media strategy around the company's core areas.
- Conduct media training and prepare staff for interviews and press events
- Write media briefing memos to prepare spokespersons for interviews
- Develop strong relationships with media
- Work cross-functionally with digital, web, and marketing team members on integrated communications planning.

### Desired Qualifications

- 3+ years of experience in campaign/political communications
- Experience implementing messaging strategies through media relationships both nationally and regionally

- Experience with “on-the-record” press relations
- Strong verbal communications skills and a demonstrated ability to write clearly and persuasively
- Good marketing intuition - developing messaging, slogans, and tactics that effectively create buzz and drive engagement
- Project management skills and strong problem-solving ability
- Ability to travel as necessary
- Preference for background in policy, government relations, or advocacy

### Salary and Benefits

- Annual Salary Range: 60,000 -75,000
- Healthcare with 80% of premiums paid by HIT Strategies
- Employer retirement matching at up to 3% of annual salary
- Generous spot and end-of-year bonus package that equals at least 10% of annual salary.
- Unlimited vacation and sick days

### How to apply?

To apply for this position, please submit a resume with a short note detailing your interest and qualifications to [careers@hitstrat.com](mailto:careers@hitstrat.com). In the email subject, write " \_\_\_\_\_ (Your Name) Application for Media Affairs Specialist." Applications will be reviewed on a rolling basis.