

HEARTBEAT INTERNATIONAL

Job Description

TITLE: Director of Government Outreach (Exempt)
DEPARTMENT: Communications & Marketing
REPORTS TO: Vice President, Communications & Marketing
Remote Work Status: Position eligible to work remotely

SUMMARY

The Director of Government Outreach will oversee Heartbeat International's government relations, corporate communications, and content strategy to advance Heartbeat's pro-life mission and vision. This role includes cultivating relationships with state and federal government officials, like-minded partners, crafting strategic messaging, and fostering public understanding of Heartbeat's work. All responsibilities align with Heartbeat International's Christian core beliefs and core operational values.

PRIMARY RESPONSIBILITIES

1. **Government Relations.**
 - Establish and nurture relationships with state and federal legislators, government agencies, and pro-life coalitions to advocate for Heartbeat International's mission and priorities.
 - Monitor legislative developments that impact pregnancy help organizations, offering proactive and reactive strategies.
 - Engage state-based, pro-life policy groups and coalitions.
 - Develop and present testimony, policy briefs, and position papers to influence public policy.
2. **Media and Public Relations.**
 - Build and sustain relationships with influential media outlets, journalists, and thought leaders to amplify Heartbeat's message.
 - Craft press releases, statements, and op-eds that align with organizational goals.
 - Serve as a spokesperson for Heartbeat International, as appropriate, on matters of public and government interest.
3. **Content Creation and Strategy.**
 - Create compelling content to expand Heartbeat's influence and visibility, including press releases, corporate announcements, and one-pagers.
 - Collaborate with Heartbeat leadership to develop messaging for campaigns, events, and advocacy efforts.
 - Ensure content is strategic, aligned with organizational goals, and targeted to appropriate audiences.
4. **Event Planning and Public Engagement.**
 - Coordinate Heartbeat's participation in public impact events, including press conferences, advocacy initiatives, and partner events.
 - Work with internal teams and external vendors to manage logistics, design, and execution of public impact events.
5. **Strategic Planning and Collaboration.**
 - Develop strategic opportunities for public and government relations to enhance Heartbeat's impact and credibility.
 - Partner with Heartbeat departments to align public impact activities with broader organizational objectives.
6. **Special Projects.**
 - Perform other duties as assigned.

SUPERVISION (Received/Exercised).

Work performed independently with supervision available. Organize work and sets priorities based on schedule and office priorities established by supervisor. Supervisor regularly reviews non-routine work and periodically reviews routine work. Evaluate information to determine appropriate process based on established guidelines.

QUALIFICATIONS.

1. Bachelor's degree in public relations, government relations, communications, or a related field; equivalent work experience may be considered.
2. Minimum of 3 years' experience in government relations, public relations, corporate communications, or advocacy, including experience working with legislators or government agencies.
3. Proven ability to craft and deliver compelling testimony, position papers, and advocacy materials.
4. Strong communicator skilled in creating, editing, and promoting written, verbal, and visual content.
5. Experience in managing relationships with high-profile stakeholders, including media and government officials.
6. Proficiency in Microsoft Office Suite.
7. Ability to thrive in a fast-paced, dynamic environment while meeting deadlines.
8. A willingness and desire to work as a team to serve affiliates and other HB constituencies, including other staff.
9. Ability and willingness to demonstrate commitment to Heartbeat International's mission, vision, core operational values, and core beliefs in the execution of position responsibilities.
10. A willingness to share the gospel of Jesus Christ by word and example to encourage affiliates, staff, and others and to contribute to an office environment conducive to supporting HB's Christian ministry of life.
11. A servant's heart with the ability to understand how all support tasks impact Heartbeat International's ministry of supporting life.

PREFERRED QUALIFICATIONS.

- Master's degree in public administration, communications, or a related field.
- Experience advocating for pro-life issues or related non-profit causes.
- Familiarity with legislative processes at state and federal levels.