



JOB ANNOUNCEMENT

May 2021

Strategic Communications Director

Fallston Group (www.FallstonGroup.com), a Maryland-based crisis leadership company, is seeking a highly motivated senior-level Strategic Communications Director to join its growing team in a full-time remote capacity. We are seeking someone with at least eight (8) years of relevant experience with the demonstrable ability to multitask and execute successful strategic communications and media relations initiatives for clients, in a wide variety of industries. This is a client-facing position, so exceptional oral and written communications capabilities are a must.

Basic responsibilities for this position include acting as an outsourced communications executive for Fallston Group's clients and developing data-driven and research-based communications plans designed to achieve short, mid-, and long-term client goals. This position involves direct oversight of Fallston Group's strategic communications function and resulting deliverables which advance client and organizational goals. Agency experience and the ability to balance multiple client needs is preferred. Ideal candidates must demonstrate previous successes in earned, owned, paid, and shared communications channels, and be able to thrive in a small, fast-paced, growing culture. Crisis communications experienced preferred. This is a remote-work position that requires participation in periodic in-person client meetings and events, as well as limited travel and occasional evening/weekend support.

General responsibilities include:

- Researching, planning, and implementing strategic communications strategies, both for Fallston Group and client accounts.
- Leading Fallston Group's digital marketing and traditional communications efforts through management of Customer Relations Management (CRM) system and social media platforms to raise awareness of service offerings and expertise.
- Drafting, editing, and distributing media materials and client deliverables, including press releases, story pitches, media alerts/advisories, fact sheets, blogs, case studies, talking points, correspondence, and letters.
- Pitching to traditional and digital media outlets – strong news media acumen and relationships desired.
- Activating Cision, or related software, to activate public relations efforts and analyze reports.



- Understanding client's metrics, business goals and budget.
- Analyzing metrics within data-driven environments.
- Client-facing account management with keen attention to detail and over-delivery.
- Providing strong crisis communications support for Fallston Group's Crisis & Issue Leadership vertical. Demonstrable crisis communications work strongly desired.
- Writing crisis communications plans and confidential Reputational Risk Assessments (RRAs).
- Maintaining the highest standards of excellence while continually over-delivering for client accounts.
- Operating professionally in a virtual environment. As Fallston Group approaches a dozen years in business, the company is now a virtual company so candidate must have the ability to manage and operate effectively within that realm.

The ideal candidate will have:

- 8+ years of communications experience, with emphasis on Public Relations (PR).
- Proven ability to manage and interpret data.
- Ability to work with a variety of clients encompassing multiple levels of understanding regarding communications/marketing tactics.
- High competency in project and stakeholder management, including budget.
- A proficiency in social media platforms, trends, and best practices.
- Proficiency in content generation, including blogs, SoMe, case studies, video, etc.
- Accredited degree in a related field.
- Relationships with media outlets/reporters, both locally and nationally, and proven ability to yield new contacts.
- Website management experience (WordPress).
- Proven ability to analyze strategic communications activities.
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator, etc.).
- Proven familiarity with related marketplace trends and tactics.
- Exceptional verbal and written communication skills.
- Working knowledge of public relations (e.g., Cision) and social listening (e.g., Brandwatch, Brand 24, etc.) software.
- Proficiency in AP Style and strong copywriting skills.
- Ability to communicate with internal & external audiences clearly and effectively.
- Ability to work well with teammates and in tandem with others to accomplish unique goals – adaptability is critical.
- Ability to multitask and thrive while working under very tight deadlines, within high stakes environments.
- Crisis communications experience necessary.



ABOUT FALLSTON GROUP

Fallston Group is a Maryland-based, global reputation agency. As much as 80% of an organization's marketplace value comes from intangible assets such as brand equity, intellectual capital, and goodwill. Operating at the intersection of leadership, strategy and communications, Fallston Group maximizes those intangibles by focusing on three critical areas: crisis & issue leadership, strategic communications, and training. Reputations are both positively and negatively impacted by many variables. We engage with velocity and vision while building, strengthening, and defending reputations, each and every day – it's baked into our DNA. Whether an organizational or personal legacy, our "why" is quite simple – we love helping people during life's most critical times.

FALLSTON GROUP CULTURE

At Fallston Group, we believe in:

- Teamwork
- Integrity
- Hard work
- Clear vision
- Learning
- Rewarding results
- Celebrating successes
- Creative, growth mindset
- Thought leadership
- Creative problem solving
- Diversity, equity, inclusion, belonging and justice
- Trust in one another, and those that depend on our amazing team

Interested candidates should submit cover letter, professional credentials, three writing samples, salary/benefit expectations and date of availability electronically to:

Fallston Group
c/o Human Resources Support
info@FallstonGroup.com

Fallston Group is an Equal Opportunity Employer

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