



**Position Title:** Senior Manager, Communications

**Reports to:** Senior Vice President of Content and Community Engagement

**Direct Reports:** None

**FLSA Status:** Full-time, Exempt

**About USGIF:**

USGIF promotes the geospatial intelligence tradecraft and builds a strong community of interest among government, industry, academia, and professionals focused on national security objectives through geospatial intelligence.

**Job Summary:**

The Senior Manager of Communications leads strategic communications initiatives that promote USGIF's mission, visibility, and thought leadership across sectors like defense, intelligence, and public safety. This role emphasizes effective storytelling, publication management, and content accuracy to support USGIF's reputation within the geospatial intelligence community.

**Key Responsibilities:**

- **Strategic Direction and Messaging**
  - Develop and implement communication strategies to increase awareness and engagement across all USGIF programs and events.
  - Oversee and produce compelling messaging that conveys USGIF's mission, including the GEOINT Symposium and other major events.
  - Ensure consistent and high-quality communication across all platforms, including emails, press materials, and website content.
- **Copywriting and Editing**
  - Lead content creation for newsletters, press releases, and event summaries, ensuring clarity, consistency, and alignment with USGIF's brand voice.
  - Conduct thorough reviews of all written materials to maintain editorial standards and accuracy.
- **Publication Development and Management**
  - Manage the planning, development, and production of USGIF publications, including annual reports, program recaps, and specialized content for the geospatial community.

- Coordinate with external vendors and custom publishing firms to produce visually engaging, high-quality publications.
- Maintain project timelines and budgets for publication production.
- **Content Production and Coordination**
  - Oversee content scheduling and project management to ensure timely publication across all digital and print channels.
  - Incorporate multimedia elements, such as videos and infographics, to enrich content and enhance audience engagement.
  - Collaborate closely with USGIF teams to synchronize messaging and streamline content efforts.
- **Event and Website Content Management**
  - Support communications for USGIF events, capturing key messages for publication and coordinating real-time engagement on social media.
  - Collaborate with the Digital Marketing coordinator to oversee and update the USGIF website, ensuring all content is current, accurate, and aligned with brand guidelines.
- **Community Engagement and Public Relations**
  - Build relationships with government public affairs offices, media contacts, and member organizations to strengthen information accessibility.
  - Occasionally represent USGIF as a spokesperson, enhancing the organization's visibility and credibility within the geospatial intelligence sector.

**Qualifications:**

- Bachelor's degree in Communications, Journalism, or related field required.
- 5-7 years of experience in publication and/or digital content production.
- Strong writing, editing, and organizational skills.
- Ability to manage multiple projects and deadlines effectively.
- Knowledge of the geospatial industry and/or national security a plus.
- Non-profit or trade association experience or interest preferred.

**Working Conditions:**

- Occasional lifting of materials (~25 lbs).
- Primarily telework, with one day a week in-office (Herndon, VA, or St. Louis, MO).
- Occasional evening events and national travel required.

Please submit resumes via email to Carrie Drake, SVP, Content and Community Outreach, [carrie.drake@usgif.org](mailto:carrie.drake@usgif.org).