



Vice President of Communications & Public Affairs Job Description

The Chamber of Digital Commerce is recruiting a Vice President of Communications and Public Affairs to lead our marketing and communications team. Reporting to the Founder and President, the VP will focus on amplifying our work with policymakers and regulators through education and advocacy campaigns, building a consistent and engaging social media presence and creating thought leadership speaking opportunities at industry conferences and forums.

The VP will develop and execute successful communications campaigns related to the Chamber's mission and key initiatives, as well as responding to critical blockchain and digital asset policy and regulatory issues as they arise. They will also proactively drive awareness of critical Chamber initiatives among key media and influencers focused on the positive impact of the blockchain and digital asset industry, as well as government and industry stakeholders.

This unique remit requires an executive who has previously worn many hats at the senior leadership level. To be successful, the VP will need the vision of a strategist as well as the ability to execute. The ideal candidate has proven experience in developing effective end-to-end communications strategies and demonstrated success implementing a broad range of public affairs activities in the following industries: fintech, blockchain technology or cryptocurrencies / digital assets. This role supports three teams at the Chamber: public policy (70%), media relations (10%) and communications planning / strategy (20%).

Role & Responsibilities

- Develop and execute a holistic communications strategy to amplify the Chamber's policy positions, regulatory advocacy, thought leadership and brand across all communications channels: content creation, social media and press, and website.
 - Oversee development and execution of Chamber content: press releases, blog articles, op-eds, newsletters, brochures, factsheets and other materials.
 - Develop and deploy a robust and effective social media strategy designed to deliver monthly engagement of 5%.
 - Oversee and maintain website content development and design.
 - Oversee development, design, and execution of Chamber proprietary events.

- Proactively identify and negotiate earned speaking slots at relevant industry events, drawing upon the depth of the Chamber's subject matter expertise.
- Support Member Services team to develop business development collateral such as sponsorship decks and membership brochures.
- Develop and execute a highly effective media strategy to promote the Chamber's policy initiatives, regulatory engagement, and industry thought leadership:
 - Lead pitching of proactive news stories to media outlets.
 - Leverage substantial existing media relationships and continually nurture new contacts to ensure the Chamber is a known subject matter expert for reactive comments.
- Create and oversee policy-led campaigns, promotional and educational content and member communications campaigns for the Chamber's initiatives and projects.
 - Effectively research, develop, write, and edit content to support industry initiatives and educate policymakers, regulators, the media and the general public.
 - Support Chamber leadership with speaking engagements, including preparing presentations, talking points, speeches, panel remarks, opinion pieces and statements for the press.
 - Serve as the primary liaison with government communications counterparts within regulatory agencies and Congressional offices.
- Develop and maintain marketing and communications performance analytics to enable monthly effectiveness reporting for Chamber senior leaderships team:
 - Design reporting dashboards, assimilating and measures metrics across all communications channels (Twitter, LinkedIn, website, share of voice, organic press impressions)
 - Set KPI's to identify and drive better outcomes and produce semiannual playbooks

Competency, Skills & Experience

- Minimum eight (8) years' experience as a communications, public affairs, or government relations professional with at least three (3) years at a leadership level.

- Minimum two (2) years' hands-on experience working on blockchain/cryptocurrency regulatory advocacy and government affairs initiatives, ideally within a trade body, association, foundation or government agency.
- Thorough understanding of digital assets and blockchain technology and a desire to stay informed of regulatory and government sentiment, policy development, regulatory guidance and legal decisions impacting blockchain and crypto.
- Experience working with media/reporters in the cryptocurrency, blockchain, business and finance sectors, with an established network of key media title and journalists across trade and mainstream press.
- Ability to set and articulate clear goals around strategy and briefs to all stakeholders.
- Experience managing cross-functional initiatives involving multiple stakeholders across an organization.
- Proven track record of creating engaging communications content and campaigns around public policy issues and their impact on multiple audiences.
- Exceptional writing skills within multiple communications disciplines – long form thought leadership, short-form blogs, social media copy, content narratives for video or podcast formats, member communications and press releases.
- A demonstrated ability to understand complex subject matter, along with the skills needed to simplify and explain these topics for a broad audience of stakeholders, including for policymakers, regulators, and government agencies.
- Established and productive media contacts within relevant media segments (blockchain, crypto, financial services, business media and influencer activation).

Personal Attributes

- Mission and results driven, with a proven ability to successfully reprioritize as necessary.
- Demonstrated bias toward action, with a high level of energy.
- Entrepreneurially minded. Self-starter who proactively identifies and creates opportunities across industry, policy, and mainstream media outlets.
- Exceptional people and relationship skills, with the gravitas and natural ability to interact across and beyond the organization and build consensus with a wide range of stakeholders.
- Desire to both lead initiatives and work as part of a team. A collaborative team player who can harness the collective ideas of others.

- Enjoys and excels at mentoring and motivating a small and nimble team.
- Ability to inspire confidence and create trust.

Benefits: Our benefits program includes healthcare, dental, vision, flexible holidays and vacations, 401K plan and a performance bonus program.

About the Chamber: The Chamber of Digital Commerce is a long-established trade association that sets the bar for advocacy and promotion of the blockchain and digital ledger technology industry. As the world's first and largest trade association representing the blockchain industry, our mission is to promote the acceptance and use of digital assets and blockchain-based technologies. Through education, advocacy, and working closely with public policymakers, regulatory agencies, and industry, our goal is to develop a pro-growth legal and regulatory environment that fosters innovation, job creation, and investment. Our work spans almost every facet of the legal and policy arena, and we create effective strategies and outcomes that help drive industry forward. For more information, please visit www.digitalchamber.org.

Apply: To apply for this position, please submit a resume and cover letter indicating salary requirements to Jessica.b.smith@claconnect.com.