



Mid-Level Public Affairs Position at the Moore Agency

Job Description

As a Public Affairs team member at Moore, you will play a critical role in developing and executing integrated communications strategies that enhance reputation, influence stakeholders, and support public policy and advocacy goals across a range of industries.

The ideal candidate is a strategic thinker, strong writer, and proactive project manager with experience translating complex policy and regulatory issues into clear, compelling messaging for diverse audiences. This role requires a collaborative communicator who thrives in a fast-paced environment, manages competing priorities with ease, and consistently delivers high-quality work on tight deadlines.

Key Responsibilities

Strategic Communications & Content Development

- Lead the development and execution of comprehensive communications strategies that align with client goals and elevate brand reputation.
- Draft high-quality written content, including messaging frameworks, talking points, op-eds, media materials, and strategic plans.
- Translate complex regulatory, policy, or technical information into persuasive narratives for targeted audiences.

- Refine and develop brand voice and messaging, ensuring clarity and consistency across platforms.
- Execute grassroots and brand-building initiatives in coordination with broader communications or advocacy campaigns.
- Coordinate public relations efforts including media relations, community partnerships, and influencer engagement.

Client Management & Project Execution

- Serve as a day-to-day client contact, managing timelines and deliverables.
- Track and monitor project deliverables, ensuring execution against deadlines and goals.
- Manage campaign initiatives from strategy to performance reporting.

Team Collaboration & Business Development

- Collaborate across departments and support team members to ensure messaging, creative development, and digital strategy alignment.
- Identify opportunities to expand client services and improve campaign effectiveness.
- Collaborate with team to contribute to business development efforts through research and landscape analysis, proposal development, and relationship-building.

Preferred Qualifications

- 5+ years of experience in public affairs, strategic communications, or issue advocacy; healthcare experience strongly preferred.
- Proven success managing multiple complex projects in a fast-paced, client-focused environment.
- Experience with building coalitions and/or stakeholder, grassroots and grassroots engagement
- Established relationships with media and political, industry and community opinion leaders.
- Exceptional writing and editing skills with the ability to tailor tone and messaging to different voices and audiences.
- Solid understanding of AP Style, media landscape, and multichannel communications (digital, print, social, and broadcast).
- Strong interpersonal skills with the ability to earn trust and credibility with clients, partners, and colleagues.

- Self-starter with excellent organizational and time-management abilities.
- A proactive learner and solution-oriented thinker committed to continuous improvement.

Moore Culture

Moore prides itself on a culture of teamwork. New employees often comment that, despite having more than 52 employees who bring unique perspectives and experiences to the table, the Moore team is remarkably cohesive.

Differences in team members are embraced and encouraged, to bring fresh creativity and new approaches to every project. With the strong emphasis on teamwork and open-door communication policy, employees feel supported and emboldened at every step. Staff is quick to recognize their colleagues' achievements at weekly team meetings, further deepening the culture of collaboration.

To relax and recharge, team members receive the week between Christmas and New Year's Day off with pay, in addition to all traditional holidays.

Employees may take their birthday off and work on weekly flex schedule, that allows all full-time employees to work a half day every Friday.

To keep employees healthy and happy, Moore offers an optional wellness program, in which 100 percent of employees participate. Activities include lunch and learn sessions yoga sessions and meals.

Moore has been named a Florida Trend Best Place to Work 15 years in a row. The honor is bestowed by the statewide business publication annually to 100 organizations in Florida and is based on company policies, practices and demographics, as well as employee feedback received through an anonymous survey. This recognition speaks to the culture that has been created at Moore—a culture of excellence and collaboration that results in success for clients and happy, loyal employees.

To Apply:

Please send a cover letter and resume to amandap@themooreagency.com with "Public Affairs Position" as the subject line.

