



Public Affairs Position Description

Position Overview

The Public Affairs team member develops and executes strategic communications initiatives that strengthen reputation, influence key stakeholders, and advance public policy and advocacy objectives. This role requires an understanding of the political, legislative, and regulatory landscape and how it shapes client priorities, stakeholder engagement, and public perception.

This individual works across integrated teams to translate complex issues into clear, compelling messaging and leads efforts that shape public perception, drive engagement, and achieve client goals. The role combines strategic thinking, stakeholder engagement, and disciplined execution.

Core Responsibilities

Strategic Communications & Advocacy

- Support the development and execution of public affairs communications strategies aligned with client goals and objectives
- Translate complex policy, regulatory, or technical issues into clear and persuasive messaging
- Develop messaging frameworks, positioning, and narratives for diverse stakeholder audiences
- Contribute to campaigns that influence public opinion, policy outcomes, and stakeholder engagement

Stakeholder & Community Engagement

- Identify and engage key stakeholders including community leaders, policymakers, partners, and advocacy groups
- Support grassroots outreach and coalition-building efforts to advance strategic priorities
- Develop and maintain relationships that strengthen influence and credibility
- Coordinate community relations and partnership initiatives aligned with campaign goals

Media Relations & Public Positioning

- Develop and execute public relations strategies to support reputation and advocacy objectives

- Draft press materials, op-eds, statements, and other public-facing content
- Support media outreach, pitching, and relationship management
- Monitor coverage and public sentiment to inform strategy and positioning

Client & Project Management

- Serve as a day-to-day client contact, managing expectations, timelines, and deliverables
- Oversee project execution to ensure work is delivered on time, within scope, and at a high level of quality
- Collaborate with internal teams (MarComm, Creative, Digital, Paid) to deliver integrated solutions
- Support reporting and communication of campaign progress

Policy & Issue Management

- Monitor policy, regulatory, and political environments relevant to client priorities
- Identify risks, opportunities, and emerging issues that may impact strategy
- Support development of response strategies for issues management, crisis communications, and reputation protection
- Provide insights that inform strategic decision-making and stakeholder engagement

Key Competencies & Traits

- Strong strategic thinking and problem-solving abilities
- Exceptional writing, messaging, and communication skills
- Ability to synthesize complex issues into clear insights
- Strong interpersonal and relationship-building skills
- Ability to manage multiple priorities in a fast-paced environment
- Sound judgment and professionalism in high-stakes situations

Qualifications (Generalized)

- Bachelor's degree in communications, public relations, political science, or related field (or equivalent experience)
- Experience in public affairs, communications, public relations, or advocacy (range varies by level)
- Familiarity with policy environments, stakeholder engagement, and media relations
- Strong writing and communication capabilities across formats and audiences

Moore Culture

Moore values collaboration, creativity, and a team-oriented approach to delivering excellent work for clients. Employees are encouraged to contribute ideas, support one another, and bring fresh

perspectives to projects. The company also supports work-life balance through paid holidays, the week between Christmas and New Year's Day off, birthday leave, and a weekly flex schedule that allows full-time employees to work a half day on Fridays. Moore has been recognized as a Florida Trend Best Place to Work for 16 consecutive years, reflecting its commitment to a positive, collaborative workplace culture.

How to Apply

Interested candidates should submit a cover letter and resume to AmandaP@themooreagency.com with "Public Affairs Position" as the subject line.