

From:

To:

Date: 12/21/2016 10:42:32 AM

Subject:

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1) Chief on-the-record spokesperson for the Governor serving as lead point of contact – 24 hours a day - for members of the media;

- Cultivate and maintain productive working relationships with local, state and national press covering the Governor, calling Statehouse press corps daily regarding stories they are writing; keeping a list of incoming requests and their status to discuss with the deputy chief of staff and Governor; and pitching positive stories;
- Working directly with the Governor to manage and create content for the Governor's social media accounts—ensuring they are updated daily;
- Coordinating with cabinet agency press offices to ensure consistent messaging;
- Editing and preparing for final approval and distribution all media advisories, press releases, statements for the record, backgrounders, and other information distributed to the public on behalf of the Governor;
- Working with the deputy press secretary and press assistant are executing on their responsibilities to ensure daily, weekly, and monthly communication's goals are met.

2) Chief on-the-record spokesperson for the Governor serving as lead point of contact – 24 hours a day - for members of the media;

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Working with the deputy press secretary and press assistant are executing on their responsibilities to ensure daily, weekly, and monthly communication's goals are met.

3) Monitored speeches, debates, press conferences and political analysis to identify rapid response opportunities;

Identified and complied battle ground state press clippings in order to identify regional communications projects;

Managed RNC Research social media accounts ensuring all original content and selected stories were shared with our audience to effectively frame the RNC's message;

Created mass emails sent to targeted stakeholders using HTML email and email marketing platforms;

Updated RNC Research content management systems online;

Vetted potential event spaces, donors and fundraisers for the financial department.

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