

## Strategic Communications Specialist

### **Overview:**

Bracewell LLP's Policy Resolution Group (PRG) is seeking a **Strategic Communications Specialist** to support high-impact, fast-paced communications and government relations campaigns. This role is ideal for a strong writer and strategic communicator with experience in digital media, content development, and policy-focused messaging. The specialist will support work on a wide variety of policy issues in sectors including energy and environment, manufacturing and consumer products, financial services, and health care.

To be successful, the specialist should excel in a wide range of communications functions including drafting written products; identifying and pitching relevant media; and creating graphic, audio and video content for social and multimedia platforms. This role requires a strong understanding of how digital communications intersect with public policy, ensuring that complex issues are translated into engaging, accessible content that reaches and influences key audiences.

### **Key Responsibilities:**

- Manage multiple writing, research, and content development projects with strong attention to accuracy, clarity, and deadlines
- Draft and edit a range of communications materials, including press releases, blog posts, newsletters, and website content
- Support media relations efforts, including developing media materials, coordinating outreach, and tracking coverage
- Plan, develop, and execute integrated digital communications campaigns—including targeted advertising—while tracking performance and optimizing based on data-driven insights
- Manage firm and client digital platforms, including social media accounts and website content, ensuring alignment with strategic priorities
- Lead the design of infographics and other creative collateral to translate complex topics into compelling, accessible visual content
- Support podcast production, including coordination, editing, publishing, and promotion
- Contribute to proposal development, presentations, and other firm marketing materials

The ideal candidate will bring creative energy and ideas to the team and will be prepared to collaborate, work efficiently, and exhibit a high level of organization, flexibility, and discretion. This person should be eager to dive into a fast-paced communications team. The candidate is expected to work in-office at least four days a week.

### **Qualifications:**

- Bachelor's degree in communications, public relations, political science, or a related field

- 2–4 years of relevant experience in communications, public affairs, or policy-focused roles
- Exceptional writing and editing skills, with the ability to adapt tone for different audiences and platforms
- Experience managing social media accounts and executing digital communications strategies
- Familiarity with media monitoring and analytics tools
- Experience with design and content tools such as Canva, Adobe Creative Suite, or similar platforms preferred
- Experience with podcast production, video editing, or multimedia content creation a plus
- Highly organized, detail-oriented, and able to manage competing priorities in a fast-paced environment
- Demonstrated interest in public policy, government, or regulatory issues

**About the Firm:**

Bracewell is a leading law firm known worldwide for its depth and experience in the energy, infrastructure, finance and technology sectors. We boast an impressive and diversified array of market-leading substantive practices, including award-winning transactional, litigation, regulatory and government relations practices. This robust mix of sector and practice strengths has allowed us to be a firm of choice for many of the world’s largest and most successful corporate enterprises, financial institutions, private funds and governmental entities.

Our firm’s success is anchored by four authentic pillars of strength: a culture based on personal relationships, collaboration and a shared passion for the firm and its clients; our distinction as a destination firm for talent; blue-chip clients; and a reputation for excellence as a sector and large-practice powerhouse.

**About the Policy Resolution Group:**

The Washington, DC-based bipartisan Policy Resolution Group (“PRG”) at Bracewell LLP creates and implements strategic communications and government relations campaigns to help clients navigate the complex federal landscape. PRG provides integrated advice that coordinates the political, legal, and public affairs components necessary for success in the nation’s capital.

**Equal Employment Opportunity:**

Bracewell provides equal opportunity for employment to all individuals, regardless of race, color, creed, gender, sexual orientation, gender identity, national origin, age, disability, marital or veteran status, or any other legally protected status.