



AMERIPEN[®]

Job Title: Communications Director

Employment Type: Full-Time

Location: Remote (Washington, DC area preferred)

Overview

Reporting to the President, the Communications Director leads AMERIPEN's communications strategy to strengthen the association's position as the authoritative voice on packaging policy in the United States. This high-impact role is responsible for developing and executing strategic communications initiatives that advance AMERIPEN's mission, elevate its visibility, engage members, and support advocacy efforts. The Communications Director oversees media relations, digital communications, publications, and brand messaging, translating complex policy and industry issues into clear, compelling communications for members, policymakers, the media, and other key stakeholders.

About Us

AMERIPEN – the American Institute for Packaging and the Environment – represents the entire packaging value chain, advocating for responsible packaging policies that drive meaningful progress in packaging sustainability while supporting industry growth and consumer needs. As the leading voice for packaging policy in the United States, AMERIPEN works with legislators, regulators, and stakeholders to develop science-based, data-driven solutions that enhance packaging's role in product protection and circularity.

Key Responsibilities

- Develop and execute AMERIPEN's integrated communications strategy to strengthen the association's position as the authoritative voice on packaging policy in the United States.
- Lead AMERIPEN's brand, messaging, and storytelling efforts, ensuring consistency and alignment across all communications channels and audiences.
- Manage and continually enhance AMERIPEN's digital presence, including AMERIPEN.org and PowerOfPackaging.org, through strategic content planning, development, and optimization.
- Oversee the creation, design, and distribution of member communications, including biweekly updates, quarterly newsletters, special announcements, and other publications.
- Develop and execute AMERIPEN's social media strategy, including content planning, copywriting, visual content development, and channel management.
- Support the planning and promotion of member programs and events, including webinars and AMERIPEN's Annual Summit.
- Monitor, analyze, and report on communications performance metrics across digital, social media, email, and web platforms, using insights to refine strategy and improve engagement.
- Lead AMERIPEN's media relations efforts, including development of press releases, opinion pieces, media pitches, spokesperson support, and cultivation of relationships with trade, policy, sustainability, and business media outlets.
- Serve as a strategic communications advisor to AMERIPEN leadership, providing recommendations on messaging, reputation management, issue positioning, and rapid-response communications.
- Manage the AMERIPEN Communications Committee, fostering member engagement and encouraging participation in communications initiatives.
- Collaborate closely with policy and membership staff to translate complex policy and technical topics into clear, compelling communications for members, policymakers, media, and the public.
- Support staff speaking engagements, presentations, and conference participation through messaging development, presentation materials, and promotional activities.
- Assist with issues management and crisis communications planning as needed, helping ensure timely, consistent, and effective organizational communications.

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Qualifications & Skills

- Bachelor's degree in communications, public relations, journalism, marketing, public affairs, or a related field (master's degree preferred but not required).
- 10+ years of relevant experience in strategic communications, public relations, corporate communications, or public affairs, with a demonstrated track record of developing and executing successful communications strategies (experience within a trade association preferred but not required).
- Self-starter mentality, with the ability to respond quickly and effectively to emerging issues, industry developments, and communications opportunities.
- Proven ability to lead and collaborate as part of a team, working effectively with internal staff, member companies, and external stakeholders.
- Strong understanding of media relations, reputation management, advocacy communications, and stakeholder engagement strategies.
- Exceptional written and verbal communication skills, with the ability to develop compelling messaging and tailor content for diverse audiences, including members, policymakers, media, and the public.
- Strong organizational and project management skills, with a demonstrated ability to manage multiple priorities, meet deadlines, and execute strategic initiatives within a small, fast-paced team environment. Experience with Monday.com work management platform a plus.
- Experience developing and managing digital communications, including websites, email marketing, social media platforms, and multimedia content.
- Knowledge of packaging, sustainability, public policy, and/or packaging materials issues is highly valued but not required.
- Experience serving as a spokesperson and managing media inquiries, press materials, and crisis communications is preferred.
- Proficiency in Microsoft Office Suite and familiarity with communications, marketing, and content management platforms. Experience with Meltwater or comparable media monitoring and outreach platforms is preferred. Experience with GrowthZone association management software a plus.

Additional Information

- Annual salary range for the position is \$130,000-\$170,000 based on market conditions and budget considerations. The salary offered will depend on skills, knowledge and experience.
- In addition to salary, AMERIPEN offers its full-time employees a suite of benefits, including paid leave; medical, dental and vision insurance; life insurance; short- and long-term disability insurance; and participation in a 401(k) retirement plan.
- Estimated travel required: 10%.

If this position interests you, please send a cover letter (including salary expectations) and resume to jobs@ameripen.org before **November 20, 2026**.