# POSITION DESCRIPTION

# Assistant To the President and Director of communications, white house

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| **OVERVIEW** |
| Position Type | Presidential appointment (PA) |
| Agency Mission | The Office of Communications crafts the message the president delivers to the world, from inception to execution. From planning an address to the nation to working closely with local newspapers, the Office of Communications collaborates with media of all types to advance the agenda of the president.[[1]](#endnote-1) |
| Position Overview | The director of communications develops the communications strategy and messaging for presidential initiatives. He or she advises the president on communications and press issues, and coordinates and manages communications across departments and agencies. |
| Compensation | $174,714 in 2016[[2]](#endnote-2) |
| Position Reports to | White House Chief of Staff |
| **RESPONSIBILITIES** |
| Management Scope | As of 2012, has overseen and managed a staff of approximately 24 people. |
| Primary Responsibilities | * Develops communications strategy, messaging and long-range planning
* Advises the president on communications and media issues
* Coordinates communications across Cabinet departments and agencies
* Oversees presidential speeches, radio addresses, video tapings and messaging events
* Prepares the president for press conferences, media interviews and other media events
* Manages a 21st-century proactive communications shop using all forms of traditional and new media
* Serves as a presidential spokesperson[[3]](#endnote-3)
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| Strategic Goals and Priorities | [Depends on the policy priorities of the administration] |
| **REQUIREMENTS AND COMPETENCIES** |
| Requirements | * Strategic communications planning expertise and experience
* Understanding of presidential policy initiatives and political sensitivities
* Press and/or media-relations experience
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| Competencies | * Management skills
* Strong written and oral communications skills
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| **PAST APPOINTEES** |
| Jen Psaki (2015 to 2017) – State Department Chief Spokeswoman; White House Deputy Communications Director; Spokeswoman for Senator Obama’s campaign for President[[4]](#endnote-4) |
| Jennifer Palmieri (2013 to 2015) – White House Deputy Director of Communications; President of the Center for American Progress Action Fund; National Press Secretary for the 2004 Edwards for President campaign and the National Press Secretary for the Democratic National Committee in 2002[[5]](#endnote-5) |
| Daniel Pfeiffer (2009 to 2013) – Member, Obama Transition Team; Deputy Communications Director, Obama For President; Traveling Press Secretary, Obama for President; Spokesman, Senators Tim Johnson, Tom Daschle and Evan Bayh; Spokesman, Vice President Al Gore[[6]](#endnote-6) |

1. https://www.whitehouse.gov/participate/internships/departments#Comms [↑](#endnote-ref-1)
2. https://www.whitehouse.gov/21stcenturygov/tools/salaries [↑](#endnote-ref-2)
3. Romney Readiness Project position description [↑](#endnote-ref-3)
4. http://www.nytimes.com/politics/first-draft/2015/02/19/jen-psaki-to-succeed-jennifer-palmieri-as-white-house-communications-director/ [↑](#endnote-ref-4)
5. https://www.whitehouse.gov/blog/author/jennifer-palmieri [↑](#endnote-ref-5)
6. Romney Readiness Project position description [↑](#endnote-ref-6)