



AMERICANS FOR DECENCY IN GOVERNMENT, INC.

A Nonpartisan Nonprofit

Head of Communications and Marketing

Role Specification & Invitation to Serve

A volunteer corporate officer role

Championing basic human decency in public service

Honor • Respect • Dignity

www.decencyingov.org

An Invitation to Serve

Many people who care about the country feel some mix of exhaustion, frustration, and helplessness about the state of our politics. Americans for Decency in Government (ADG) exists to help people turn those feelings into positive, meaningful action.

We are building a permanent, nonpartisan institution around a simple idea: whatever divides us, basic human decency should unite us. The people we trust with public power should treat others with respect, tell the truth, own their mistakes, and govern in good faith. Citizens deserve a fair, consistent way to see who does.

A good standard does little if no one hears about it, and it does harm if people hear about it the wrong way. Someone has to tell ADG's story clearly, keep our voice consistent and fair, help reporters and citizens understand what we do and do not do, and make sure every public word we publish meets the standard we ask of others.

That is the job we are asking you to consider.

This is a chance to shape how a new national organization introduces itself to the country, and to do it for something that matters.

If you believe decency still counts in public life, and you are the kind of person who can make a hard idea sound simple without making it sound small, this may be a better fit than any volunteer role you have been offered.

About Americans for Decency in Government

ADG is a nonpartisan, volunteer-led nonprofit founded in North Carolina in 2026. Our vision is [more effective, trustworthy government at every level, and a society less harmed by corrosive political division](#). Our mission is to [make basic human decency a core expectation for public officials](#).

We pursue that mission in three ways:

- Encouraging civic engagement that rewards decent conduct and holds indecency accountable.
- Providing education, tools, and programs that help citizens evaluate public officials, and those who wish to be public officials, more fairly.
- Applying the same standards consistently across party lines.

ADG operates through two affiliated organizations with a shared mission. Americans for Decency in Government, Inc., a 501(c)(3) charitable organization now being established, will carry nearly all of our programs. Americans for Decency in Government Action, Inc., a 501(c)(4) social welfare organization, supports that work and is the only ADG entity that may advocate for or against a specific official or candidate. ADG is national in scope, with its first wave of work concentrated in North Carolina.

What We Are Building

ADG achieves its mission with three practical programs that citizens and officials can use. The programs share one definition of basic human decency, but each stands on its own:

- **Set the Standard: the Patriot's Pledge of Basic Human Decency.** A voluntary, nonpartisan commitment that officials and candidates can sign to show constituents they hold themselves to a higher standard in word, act, and affiliation.
- **Measure Performance: the Decency Scorecard.** A behavior-based evaluation of officials' observable conduct, never party or ideology, with published criteria, a pre-publication review window, a formal appeals process, and a public corrections log. No score will be published until outside reviewers confirm the Scorecard is fair, repeatable, and nonpartisan. First published scores are expected in 2028.
- **Deepen Understanding: education and case studies.** Plain-language citizen guides for public meetings, online discussion, and difficult conversations, along with documented cases showing that decency is effective leadership, not weakness.

Signing the Pledge does not affect how an official is scored, and being scored has nothing to do with whether an official has signed. Explaining that separation clearly, and often, is part of this role.

Why This Role Matters

ADG's theory of change depends on people actually seeing and trusting our work. Citizens, reporters, donors, and officials will engage with our standard only if it reaches them, reads as credible, and carries no partisan slant. Communications is not a support function here. It is one of the links the whole strategy rests on.

It is also where the most predictable risks show up first:

- **Accusations of bias.** Any group that holds officials to a conduct standard will be accused of favoring one side. Our best answer is consistent, even-handed language that points to published criteria and documented evidence.
- **Sounding preachy.** An organization built around the word decency can easily sound self-righteous. Our own rule is simple: if a draft reads like a sermon, it does not ship.
- **The cynicism wall.** Many Americans believe asking for better conduct is naive. We answer that with evidence and examples rather than argument.

There is also a matter of timing. Our structure is changing, our programs are at different stages, and our public materials need to keep pace. Promising too much too soon, especially about the Scorecard, would cost credibility we cannot easily earn back. Getting the message right now is far easier than correcting it later.

The Role of the Head of Communications and Marketing

The Head of Communications and Marketing is a volunteer corporate officer who leads ADG's public voice: messaging, the website's content, social media, press relations, and the materials that explain our programs. This is a working role, not an advisory one. You will be writing, editing, and publishing.

The responsibilities below describe the role once ADG is running at a steady state. The early work is narrower and more foundational. First priorities include a short messaging guide, the "who we are, and who we are not" statement, a basic press kit, a list of North Carolina reporters and outlets, a simple content calendar, and a review of the website so it accurately reflects our structure and our programs.

The role will evolve as ADG moves toward its national public launch in 2027 and its first quarterly Decency in Government Report in 2028. Someone who wants to build the voice, rather than inherit it, will find the timing good.

What follows are areas that need work. [Because this is a volunteer role that is not full time, you will collaborate with the Founder and Executive Director of ADG to determine what the priority focus should be at any given time based on your availability and bandwidth.](#)

Messaging and Voice

- Develop and maintain ADG's core messages, key phrases, and plain-language descriptions of each program.
- Keep our tone consistent: clear, fair-minded, respectful, free of partisan framing, and never condescending or preachy.
- Maintain brand standards for the ADG name, seal, colors, and the Honor, Respect, and Dignity motto.
- Where practical, test important materials with readers across the political spectrum before release.

Website and Social Media

- Own the content on decencyingov.org, working with the Web Master, who manages the platform itself.
- Plan and publish regular posts on ADG's social channels, currently X and LinkedIn, and recommend where else we should or should not be.
- Keep public materials current as programs, structure, and milestones change.
- Track basic engagement and report what is working and what is not.

Press and Media Relations

- Build relationships with reporters and editors, starting in North Carolina and growing nationally.
- Prepare press releases, fact sheets, and background briefings.
- Serve as the first point of contact for media inquiries and route them to the right spokesperson.
- Prepare spokespeople with talking points and likely questions before interviews.

Program Communications

- Support Pledge outreach with clear invitations, explanations, and public updates on who has signed, including partisan balance.
- Position the Scorecard accurately at each stage, including why it will not publish until it has been independently validated.
- Help shape citizen guides and case studies so they are readable and useful to a general audience.
- Help produce the quarterly Decency in Government Report and present information evenly, without telling readers what to conclude.

Support for Fundraising and Recruitment

- Work with the Head of Development on donor messages, campaign content, and materials for foundation conversations.

- Help recruit volunteers, officers, and university partners through clear, honest outreach.

Working With Others

The Head of Communications and Marketing works with nearly every part of ADG, so it helps to be clear about the main relationships.

The President. The Head of Communications and Marketing is a corporate officer, not a director. The role reports to the Executive Director and is accountable to the Board of Directors, which appoints and evaluates officers. It does not carry a board vote. The Executive Director is currently ADG's primary public voice, and this role prepares and supports that voice while helping develop others.

The General Counsel. Anything that evaluates a named official or carries legal risk goes through the General Counsel before it is published. That review protects ADG and the people who speak for it.

The Head of Development and the Web Master. Development relies on this role for donor-facing content. The Web Master runs the website and related tools, while this role owns what the site says.

The Board and the future Advisory Council, a non-governing body of respected civic, business, academic, journalistic, and professional leaders, are also valuable sources of guidance and informal ambassadors for ADG. This role helps them speak about ADG accurately and consistently.

Who We Are Looking For

Before any technical skill, this role requires the qualities that make ADG credible in the first place.

Foundational Qualities

- **Genuine belief in the mission.** You are personally convinced that decency in public life matters to the health of the country, and you can say why in your own words.
- **Alignment with our values.** Honor, respect, and dignity are values you already try to live by, not slogans.
- **Commitment to nonpartisanship.** You can write about a fair, well-documented finding even when it reflects poorly on your own political side, and you can describe people you disagree with accurately and respectfully.
- **Personal conduct that reflects our standard.** Your own public conduct, including online, could stand up to the kind of decency standard ADG asks of others.
- **Sound judgment under pressure.** You know when to respond, when to wait, and when to say nothing at all.

Experience and Skills

We are looking for someone who has done communications work directly, not only managed it. Strong candidates should bring the following:

- Experience in communications, public relations, marketing, public affairs, or journalism.
- Excellent writing and editing, especially plain-language writing for a general audience.
- Experience with nonprofit or mission-driven organizations, or a clear willingness to learn how they work.

The following skills and experience are not required, but would also be valuable:

- Media relations experience, including pitching stories and preparing people for interviews.
- Hands-on social media experience, including planning, publishing, and basic analytics.
- Familiarity with common tools such as website builders, Canva or similar design tools, and scheduling platforms.
- Some experience with issues management or crisis communications.
- Awareness of the basic communications limits on 501(c)(3) and 501(c)(4) organizations, or willingness to learn them alongside our General Counsel.
- Relationships with North Carolina or national media, and experience communicating across political differences.

What the Role Asks of You

Proposed Time Commitment

Getting the right person in the job is more important than how much time they have available. The following is a proposed time commitment and can be modified for the right candidate.

- Roughly eight to fifteen hours per month on average, most of it on your own schedule.
- Occasional quick responses when a reporter calls or a story breaks.
- Attendance at quarterly or semi-annual board meetings when communications updates are on the agenda. Meetings are held virtually.

Officers serve without compensation. ADG maintains Directors and Officers (D&O) liability insurance covering officers as part of its commitment to responsible governance.

Living the Standard

ADG cannot credibly ask public officials to meet a standard of decency that its own leadership would not meet. That expectation reaches beyond the work itself into public and professional life, including social media, the press, and other affiliations. For this role in particular, your personal public voice will often be read as ADG's.

We do not expect perfection, and context and patterns matter far more than isolated moments. What we ask is a good-faith commitment to model the values ADG champions, and a willingness to step aside if a personal conduct issue ever risks damaging the organization. For officers this is a matter of conduct, not signature. The Patriot's Pledge itself is reserved for public officials and candidates.

Eligibility and Independence

To protect ADG's nonpartisan integrity, certain roles are incompatible with service as an officer. A prospective Head of Communications and Marketing should not be:

- A current candidate for elected office, or planning to run during their term.
- A current officeholder at any level. Former officeholders are welcome.

- A current registered lobbyist at the federal or state level.
- A current party official or holder of a party-committee role.

This role carries additional considerations. The Head of Communications and Marketing should not currently work for a political campaign, or a party, and should not hold a paid vendor, agency, or contractor relationship with ADG. A working journalist who covers government or politics would face a real conflict and may be better suited to another form of involvement. Any potential conflict is disclosed under our Conflict of Interest Policy and resolved by the Board.

A Final Word

ADG is, frankly, an act of optimism. It is a wager that Americans across the political spectrum still share more in common than our politics suggests, and that decency is a foundation strong enough to begin rebuilding on.

That wager depends on people hearing about the work, and trusting what they hear. A fair standard explained poorly, or in a tone that lectures, will not persuade anyone. The same standard explained clearly and respectfully can reach people on every side.

If this work speaks to you, we would be honored to speak with you.

Send your resume and a brief statement on why ADG speaks to you to info@decencyingov.org.

With respect,

Michael Cannon

Michael Cannon

Founder and President, Americans for Decency in Government, Inc.

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