

Senior Writer

Role Summary

The Senior Writer sits on ACLI's Public Affairs team and develops public policy- and advocacy-focused content that clearly and persuasively communicates complex regulatory and legislative issues. The Senior Writer collaborates with leaders in the organization to find information needed to tell compelling stories. They ensure content and messaging are aligned with overall strategy and organizational goals.

Core Traits

Masterful storyteller – A writer-first communicator with exceptional storytelling skills and a talent for shaping complex ideas into clear, compelling narratives.

Collaborative with journalistic instinct – Works effectively across teams while bringing a journalist's curiosity: proactively seeking out information, staying current with news cycle, asking smart questions, and pursuing the full story.

Audience-first mindset – Adapts voice, tone, and format to meet strategic goals and resonate with distinct audiences.

Digital / digital-adjacent literacy – Digitally fluent and comfortable using data and emerging tools to inform content writing.

Fast learner and adaptable – Quickly absorbs new issues and adapts with ease across topics, platforms, and priorities.

Key Responsibilities

- Translate policy positions into accessible narratives for varied audiences
- Produce explainers, backgrounders, op-eds, decks, blog posts, testimonies, and digital content
- Manage the copy editing and proofing of written materials and decks
- Adapt core narratives to specific platforms, and apply generative engine optimization (GEO) best practices to improve discoverability
- Use analytics and audience insights to inform writing and refinement
- Collaborate with public affairs, government affairs, policy and legal teams on messaging and materials

American Council of Life Insurers | 300 New Jersey Avenue, NW, 10th Floor | Washington, DC 20001

The American Council of Life Insurers is the leading trade association driving public policy and advocacy on behalf of the life insurance industry. 90 million American families rely on the life insurance industry for financial protection and retirement security. ACLI's member companies are dedicated to protecting consumers' financial wellbeing through life insurance, annuities, retirement plans, long-term care insurance, disability income insurance, reinsurance, and dental, vision and other supplemental benefits. ACLI's 275 member companies represent 93 percent of industry assets in the United States.

Qualifications

- Experience in policy communications, public affairs, journalism or related field
- Exceptional writing and editing ability with a portfolio of versatile, audience-focused work and experience with policy or regulatory subject matter
- Excels at producing high-quality work on tight deadlines
- Familiarity with legislative and regulatory processes
- Comfort with digital channels, analytics, and AI-assisted content tools

Team and Work Environment

This role is part of ACLI's Public Affairs team and follows the organization's standard hybrid work schedule: in-office Tuesday through Thursday at ACLI's headquarters (300 New Jersey Ave NW, Washington, DC), with remote work on Mondays and Fridays.

Salary Range: \$115,000 - \$150,000 depending on experience