

COMMUNICATIONS EXPERT

Strategic Messaging, Media Relations & Public Voice

JAG Global Network • Position Description • February 2026

PURPOSE OF THIS ROLE

The Communications Expert shapes the public voice of the JAG Universe and manages all strategic communications — from press outreach and media relations to internal messaging and brand storytelling. This person ensures every public-facing message serves the “front door strategy”: leading with verifiable evidence and credible background before introducing deeper mission claims.

With a 10-book series, an 8-portal launch sequence, and a global ecosystem spanning education, technology, and consciousness, the communications needs are significant. This role makes sure the right message reaches the right audience at the right time.

CORE RESPONSIBILITIES

1. Strategic Messaging

- Develop and maintain the ecosystem’s messaging framework across all entities
- Craft core narratives, talking points, and brand positioning statements
- Ensure consistency between the True Divine book series, JAG Program, and all public communications
- Implement the “front door strategy” — evidence-first communication that invites investigation

2. Media & Press Relations

- Develop media outreach strategy for book launches and portal events
- Write press releases, media kits, and pitch materials
- Build relationships with journalists, podcasters, and media contacts
- Coordinate interview preparation and media training for the Founder

3. Written Communications

- Draft official letters, announcements, and public statements
- Develop email sequences and newsletter communications (ConvertKit)
- Write website copy, landing pages, and campaign materials
- Create LinkedIn, Wikipedia, and other professional profile content

4. Crisis & Reputation Management

- Develop response protocols for potential public criticism or controversy
- Support the False Light Exposure framework with factual, educational communications
- Manage public perception during the takedown campaign phases

REQUIRED SKILLS

- Excellent writing skills — ability to communicate complex ideas clearly and compellingly
- Experience in communications, PR, journalism, or media relations
- Understanding of brand voice and strategic messaging
- Ability to translate spiritual/consciousness content into accessible language
- Strong editorial judgment and attention to detail

HELPFUL BUT NOT REQUIRED

- Existing media contacts in wellness, consciousness, publishing, or education spaces
- Experience with crisis communications or reputation management
- Background in book publicity or author platform building
- Video scripting and multimedia content experience
- Alignment with mission values and understanding of spiritual communities

COMPENSATION

- Volunteer or equity-based initially — founding team status
- Post-funding: Competitive salary with equity participation in JAG Global Corporation

TO EXPRESS INTEREST

Email: jag132013@gmail.com

Subject: Communications Expert — Application



JAG Global Network

The Architecture of Ascension