



**SEISMIC  
FOUNDATION**

Making responsible  
AI a human priority



**EXECUTIVE DIRECTOR**  
**Washington, DC (Hybrid Role)**

**DR*i* Waterstone**  
HUMAN CAPITAL

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## OVERVIEW

Seismic is a global foundation dedicated to providing the specialist marketing and communications expertise that the responsible AI community needs to build the public and political demand necessary for Responsible AI. Decision-makers and the general public need a much better understanding of the challenges posed by transformative AI - be they catastrophic risk or more proximate harms - if societies are to successfully navigate its development.

Partnering with policy and advocacy groups, we use the power of modern media, evidence-based strategy, and breakthrough creative storytelling to build understanding, create urgency, and drive civil society action aimed at reducing risks from advanced AI systems.

### **How is Seismic funded?**

Seismic is an independent 501(c)3 with a mission to reduce risks from AI by raising public awareness and engagement with the issue.

We believe that to fulfill this mission, we must remain independent from commercial or political interests. Our funding policy follows strict guidelines designed to uphold this core value.

# Seismic Report 2025



AI vs. Everything we care about

<https://report2025.seismic.org/>

# THE OPPORTUNITY

As the Executive Director (US), you will fully own Seismic's North American strategy and execution. You are not just a manager; you are a master of strategic communications, marketing execution, and field building. Your mission is to build out the Seismic Foundation operations as part of the AI governance ecosystem by delivering high-impact campaigns that shift the needle on public demand for responsible AI and specific legislative action.

You will lead a high-performing team to become a "force multiplier" for organizations looking to raise public awareness and action. This role requires a rare blend of Washington-savvy advocacy and sophisticated marketing experience—someone who can identify high-impact opportunities and then oversee the flawless delivery of creative campaigns that affect real-world success for our partners.

## What You'll Do:

- ❖ **Develop & Execute US Strategy:** Build and refine our approach to putting Seismic at the forefront of the AI safety community. You will identify which audiences matter most and adapt our roadmap as the policy and technical environment evolves.
- ❖ **Lead Marketing Campaigns:** You will be responsible for the end-to-end delivery of proactive, data-informed marketing projects. This includes overseeing polling, audience research, media tracking, and the deployment of breakthrough creative, creator-led mobilization, and digital marketing models.
- ❖ **Source & Evaluate Opportunities:** Much of our work is proactive. You will scope new projects, identify the right organizations to execute them, and ensure we are deploying the right mix of social media, digital advertising, and traditional media to drive behavioral change.
- ❖ **Field Building & Partner Support:** Build deep, trusting relationships with 501(c)(3) and 501(c)(4) partners, researchers, and advocacy coalitions. You will help the organizations we fund or partner with to succeed by providing strategic feedback and marketing expertise to amplify their mission.
- ❖ **High Ownership of Execution:** Lead a US-based team (currently 4–5 specialists in creative, social, and strategy). You will own ambitious, often poorly-scoped projects and make them happen, maintaining a rigorous "test-and-learn" feedback loop for every campaign.
- ❖ **Advise Internally & Strategize:** Work with the Global Executive Team to help leadership think through the communications and PR implications of our work. Serve as the primary US ambassador for Seismic, engaging with philanthropic partners and funding organizations to scale our impact.



## THE CANDIDATE

### Who Might Be a Good Fit:

- ❖ **Strategic Communications & Marketing Expertise:** You have 15+ years of experience leading strategic communications, advocacy, or marketing campaigns. You have a demonstrable track record of delivering high-impact brand or advocacy campaigns that move public opinion using modern digital and influencer-led models.
- ❖ **High Political & Creative Judgment:** You can anticipate how communications efforts might backfire in a polarized environment. You navigate sensitive political situations with care and can evaluate creative work through the lens of both artistic excellence and policy impact.
- ❖ **Familiarity with Transformative AI:** You possess a deep interest in, or professional familiarity with, AI governance and the potential risks of advanced AI systems. You can translate complex policy concepts into mainstream marketing narratives without losing credibility with experts.
- ❖ **Entrepreneurial & Team-First Leadership:** You excel at "getting to the right outcomes." You find the right people, convince them to join the cause, and support their success. You lead with empathy and foster a culture of transparent reasoning.
- ❖ **Communication Mastery:** In writing and conversation, you avoid buzzwords and abstractions. You give concise, clear arguments and can inspire both a boardroom of donors, your team, and our partners.

### Why Seismic?

- ❖ Seismic Foundation is a non-profit organization that operates as a center of marketing excellence, providing specialist marketing and communications capabilities that the AI governance community needs to build public understanding of AI, create urgency, and drive people to civil society action.
- ❖ Our mission is to make responsible AI a human priority by mobilizing public demand for meaningful global AI governance that ensures AI will be safe and beneficial for all.



**To learn more and to submit an application, please visit:**  
**<https://driwaterstonehc.com/position/ed-seismic-foundation/>**

**Compensation:** The expected compensation for the role is \$200,000.

**Location:** Washington, D.C. (Hybrid/On-site)

**Reports to:** CEO (Amsterdam, NL)

**Equal-opportunity Employer:** Seismic Foundation is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status. We are dedicated to building a team that represents a variety of backgrounds, perspectives, and skills. The more inclusive we are, the better our work will be.

#### **About DRiWaterstone**

DRiWaterstone is a women-founded and led executive search firm recognized by Forbes magazine as one of the leading executive recruiting firms in the U.S. With a focus on purpose and mission-driven organizations, we provide executive search and strategic consulting services to help regional, national, and international clients grow, thrive, and excel.