

# **Elite Change, Inc.**

## **Communications Director**

**Reports To:** President /CEO

**Status:** Exempt

### **Job Summary**

Responsible for planning, development and implementation of all of the company's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials and services for clients in the area of, communications and public relations. Directs the efforts of the marketing, communications and public relations staff and coordinates at the strategic and tactical levels with the other functions of the Company.

### **Primary Relationships**

The position reports to the President.

Within the Company, the position has primary working relationships with the President/CEO, External Clients, contractors of the Marketing/Communications/P.R. function, and the service providers.

Outside the agency, the position coordinates, primarily, with the media and general public .

### **Principle Accountabilities**

Marketing, communications and public relations

1. Responsible for creating, implementing and measuring the success of:
  - a comprehensive marketing, communications and public relations program that will enhance the Company's image and position within the marketplace and the general public,

and facilitate internal and external communications; and,

- all Company marketing, communications and public relations activities and materials including publications, media relations, client acquisition and so forth.
2. Ensure articulation of Company's desired image and position, assure consistent communication of image and position throughout the Company, and assure communication of image and position to all constituencies, both internal and external.
  3. Responsible for editorial direction, design, production and distribution of all Company publications.
  4. Coordinate media interest in the Company and ensure regular contact with target media and appropriate response to media requests.
  5. Act as the Company's representative with the media.
  6. Coordinate the appearance of all Company print and electronic materials such as letterhead, use of logo, brochures, etc.
- 
7. Develop, coordinate and oversee programs, technical assistance and resource materials to assist clients in the campaign, communications and positioning of their activities.
  8. Provide counsel to clients on communications and public relations.
  9. Ensure that the Company regularly conducts relevant market research around business procurement opportunity and coordinate and oversee this activity. Monitor trends.
  10. Leads projects as assigned, such as cause-related campaigns and special events. Planning and budgeting
  1. Responsible for the achievement of

marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the President/CEP.

2. Develop short- and long-term plans and budgets for the marketing/communications/ public relations program and its activities, monitor progress, assure adherence and evaluate performance.
3. Recommend short- and long-term Company goals and objectives to the President/CEW.
4. Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function.
5. Keep informed of developments in the fields of marketing, communications and public relations, politics and governance, and the specific business of the Company and use this information to help the Company operate with initiative and innovation.

### Company strategy

1. Work with senior staff, other staff and volunteers to:
  - develop and maintain a strategic perspective -- based on client and constituent needs and satisfaction -- in company direction, program and services, and decision-making; and,
  - ensure the overall health and vitality of the Company.
2. Help make sure that the Company's philosophy, mission and vision are pertinent and practiced throughout the company.
3. Develop and coordinate means to seek regular input from the Company's key constituencies regarding the quality of programs and services and the Company's relevance.

4. Help formulate and administer policies to ensure the integrity of the Company.
5. Act as an internal consultant to bring attention and solutions to institutional priorities.

## Development

1. Maintain a climate that attracts, retains and motivates clients to work with the company.
2. Help to support client needs and develop ways to increase revenue through client retention.
3. Ensure effective management within the marketing, communications and public relations function, with provision for succession.
4. Design, support and oversee cross-functional teams throughout the Company.
5. Effectively enable volunteers and staff so they can take action on behalf of the client by:
  - a) transmitting the client's values, vision and direction;
  - b) engaging people in the meaning of the Company;
  - c) respecting and using the skills, expertise, experience and insights of people;
  - d) providing direction and resources, removing barriers and helping develop people's skills; articulating expectations and clarifying roles and relationships;
  - e) communicating which includes helping people transform information into knowledge and learning;
  - f) encouraging people to question companyal assumptions and ask strategic questions; ensuring quality decision-making;

- . g) anticipating conflicts and facilitating resolution;
- . h) engaging people in process as well as tasks; encouraging people use their power,
- . i) practice their authority, and accept their responsibility;
- . j) modeling behavior; and
- . k) coaching people to success.

## **Qualifications**

### Required:

- Demonstrated skills, knowledge and experience in the design and execution of political science, communications and public relations activities.
- Strong creative, strategic, analytical, company and personal sales skills.
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising contractors and volunteers.
- Demonstrated successful experience writing press releases, making presentations and negotiating with media.
- Experience overseeing the design and production of print materials and publications.
- Computer literacy in word processing, data base management and page layout.
- Commitment to working with shared leadership and in cross-functional teams.
- Strong oral and written communications skills.

- Ability to manage multiple projects at a time.
- Out-of-town, overnight travel is required. Other:
- Minimum of 5 years experience in politics, communications or public relations with demonstrated success, preferably in government
- Bachelors degree in political science, journalism, marketing, public relations preferred. Graduate degree in a related field is desirable.
- Experience working with volunteers is desirable.
- Experience with web or graphic design is a preferred but not required.