

Workforce Solutions Cameron

Director of Communications

Department: Executive
Reports To: Executive Director
FLSA Status: Exempt
Salary Group: B22
Approved Date: 04/23/2024

DIRECTOR OF COMMUNICATIONS

GENERAL DESCRIPTION

This individual will direct all aspects of communication for the organization.

Responsibilities/Duties/Functions/Tasks

- Manages internal and external communication for the organization;
- Develops and maintains all written and print materials;
- Serves as the primary liaison between the organization and the media;
- Develops content to support digital marketing and outreach, including website development and maintenance, email marketing and social media;
- Manages quality and content control;
- Develops and maintains communication policies and procedures;
- Manages and creates software and web-based presentations;
- Collaborates with the leadership team;
- Develops the brand;
- Works closely with the leadership team;
- Coaches team members;
- Creates and sustains a system of visual and video archives;
- Manages departmental budget.

Supervisory Responsibilities

This job has project-related, supervisory responsibilities.

Minimum Qualifications

Education

This individual must possess a bachelor's degree from an accredited four-year college or university with major course work in a field relevant to the assignment.

Knowledge, Skills, and Abilities

This multilingual individual should possess a minimum of five to ten years in a related field and possess strong organizational, communication and interpersonal skills. Experienced writing, editing, digital communications skills, and public speaking is essential. A thorough knowledge of media operations and public relations functions are imperative. One should possess the ability to communicate complex issues in a compelling manner, strong project management, strategic thinking, and problem-solving skills. Familiarity with crisis communications is considered important.