



## Position Description

**Position:** Director of Communications  
**Reports To:** Senior Director of Communications & Programs  
**FLSA Status:** Exempt  
**Review Date:** August 2019

### **Mission:**

The Governors Highway Safety Association (GHSA) provides leadership and advocacy for the States and Territories to improve traffic safety, influence national policy, enhance program management and promote best practices.

### **Position Summary:**

The Director of Communications is responsible for managing GHSA's communications activities including print and electronic publications, news media, and GHSA's website and social media accounts. The role also collaborates on GHSA's Annual Meeting, develops and delivers presentations at conferences and events, and enhances the overall quality and visibility of GHSA's communications.

### **Essential Functions and Responsibilities:**

To perform this job successfully, each essential duty and responsibility must be performed satisfactorily. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions. Other duties may be assigned to meet business needs.

- Managing all print and electronic publications including, but not limited to:
  - Writing, editing and preparing GHSA's newsletter for publication and overseeing production and dissemination.
  - Managing publications including materials to publicize the benefits of state highway safety activities, significant developments on safety issues, noteworthy projects implemented by state highway safety officers, etc.
  - Updating GHSA's policy publication and other standard organizational publications as needed.
  - Reviewing all publications to ensure consistency in and quality of sign and style, develop and implement publications standards, managing the bidding process of GHSA publications and implementing improvements to GHSA publications within annual budget allocations.
- Managing the cultivation and management of news media and media contacts in collaboration with GHSA senior staff. This includes, but is not limited to, preparing news releases, op/eds and letters to editor, fielding media inquiries, tracking all media contacts and coverage, managing media distribution lists, working with public relations officers of other organizations, conducting targeted outreach to reporters covering traffic safety topics, and serving on committees where communications expertise is needed.
- Overseeing the use of electronic communication tools including emails distribution lists, discussion groups, webinars, survey tools and email marketing.
- Managing GHSA's website content and social media including, but not limited to, curating all content on GHSA's public and member websites, managing restricted content access, monitoring and managing GHSA's social media accounts, and enhancing GHSA's social media presence.
  - Supporting GHSA's National Law Enforcement Liaison Program through social media account curation and webinar facilitation.

Equal Opportunity Employer



- Collaborating on communication initiatives for GHSAs Annual Meeting including, but not limited to, the development of all promotional materials, working with the host state to publicize the meeting, preparing special issue of the daily newsletter, overseeing the meeting app, and other all print, digital marketing and communication meeting requirements.
- Preparing and delivering presentations at conferences, meetings and other events as a representative of GHSAs
- Managing external communication contractors and vendors.
- Other duties as assigned aligned with the strategic objectives of GHSAs.

### **Direct Reports:**

- Communications Coordinator

### **Knowledge, Skills and Abilities:**

- Exceptional written and oral communication skills.
- Exceptional interpersonal skills, a focused listener.
- Exhibits a positive attitude and professional demeanor.
- Exhibits a high degree of personal initiative.
- Exceptional organizational and detail orientation for timely implementation of projects.
- Ability to develop, foster and maintain relationship with key partners and constituents.
- Ability to prioritize and manage multiple initiatives simultaneously.
- Ability to work in a collaborative environment and accomplish tasks with self-direction; provide exemplary customer service.
- Ability to work creatively and with flexibility in a fast paced environment while maintaining high work standards.
- Advanced knowledge of social media and website content management.
- Fluent computer skills, including basic use of Microsoft Word, Excel and PowerPoint.

### **Requirements:**

#### **Experience**

- 5+ years of applicable communications experience, required.
- Transportation/Roadway safety experience, highly desirable.
- Experience with development and grants, desirable.
- Supervisor experience, desirable.
- Association/nonprofit experience, preferred.

#### **Education**

- Bachelor's degree in communications or related field, required.

#### **Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office environment

Equal Opportunity Employer



**Travel:**

- Up to 20%

This job description does not imply that the stated requirements are the only expectations for the position. Incumbents are expected to perform any other duties that may be assigned. GHSA has the right to revise this job description at any time. GHSA is an “at will” employer and as such, neither this job description nor your signature constitutes any form of contractual agreement between you and GHSA.

Please sign below to acknowledge receipt of position description and responsibility for reviewing this document.

Employee’s Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Manager’s Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Equal Opportunity Employer