



Position Description

Position: Director of Communications
Reports To: Senior Director of External Engagement

FLSA Status: Exempt
Review Date: August 2020

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 developing and executing communications strategies that advance organization goals and amplify GHSA initiatives. The Director must think strategically and creatively to identify communication opportunities presented through engagement with internal and external stakeholders, staff and partners. The Director is responsible for promoting GHSA's print and electronic publications and Annual Meeting, implementing proactive media relations, and overseeing content and maintenance of GHSA's website and social media accounts. The Director also leverages GHSA's communications channels to position the Executive Director and other senior staff as leaders in highway safety.

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 news media and cultivating media contacts in collaboration with GHSA senior staff. This includes, but is not limited to:
 - preparing and disseminating news releases, blogs, op/eds and letters to the editor;
 - fielding media inquiries, including setting up interviews for senior staff and handling interviews, as appropriate;
 - tracking all media contacts and coverage and managing media distribution lists;
 - conducting targeted outreach to reporters covering traffic safety topics;
 - working with public relations officers of other organizations to identify and implement collaborative opportunities to promote highway safety; and
 - serving on committees where communications expertise is needed.
- Managing all print and electronic publications including, but not limited to:
 - developing and implementing publication design and style standards and reviewing all GHSA- and partner-funded publications to ensure consistency with these standards;
 - managing contractors, the design bidding process and budgets for all GHSA-funded publications;
 - writing, editing and preparing GHSA's newsletter for publication, including overseeing production and dissemination; and
 - developing and executing promotional plans for all GHSA publications and measuring their impact for partner-funded publications.
- Managing GHSA's website and social media including, but not limited to:
 - curating all content on the website's public and member-only/restricted access pages;

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- developing and implementing a strategy for increasing website traffic and monitoring its impact; and
 - creatively and proactively utilizing GHSA's social media accounts to promote the association, publications, partnerships, events and member news and initiatives.
- Working with the Law Enforcement Liaison Program Manager to develop, implement and evaluate a communications plan that uses social media, the weekly *Traffic Stop* e-newsletter, email and other channels to promote the National Law Enforcement Liaison Program.
- Collaborating on communication initiatives for GHSA's Annual Meeting including, but not limited to:
 - developing all promotional materials;
 - overseeing the meeting app and all other print, digital marketing and communication-related activities; and
 - working with the host state to generate media coverage of key meeting topics and/or speakers.
- Preparing and delivering presentations on behalf of GHSA at conferences, meetings and other events.

Direct Reports:

- Communications Coordinator
- Contractors (consultants)

Knowledge, Skills and Abilities:

- Exceptional written and oral communication skills.
- Advanced knowledge of social media and website content management.
- Exceptional interpersonal and active listening skills.
- Exhibits a positive attitude, professional demeanor and willingness to work collaboratively.
- Exhibits a high degree of personal initiative, self-motivation and direction, flexibility and creativity.
- Exceptional organizational and project management skills and attention to detail that results in the timely implementation of projects involving multiple functions, external resources and deadlines.
- Ability to develop, foster and maintain relationships with the media, key partners and constituents.
- Ability to attract, develop, lead, motivate, manage and retain a high caliber team.
- Commitment to providing exemplary customer service.
- Fluent computer skills, including Microsoft Office, MailChimp, Constant Contact, familiarity with Drupal or similar content management platform. Familiarity with Adobe Photoshop, Canva or similar design tools is preferred.

Requirements:

Experience

- 7+ years of applicable experience, required.
- Ability to utilize communications strategies and tactics to enhance and to develop new partnerships.
- Transportation/highway safety experience, highly desirable.

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- Demonstrated track record in securing print, broadcast and social media coverage.
- Supervisory 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

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: _____

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