



The Council of State Governments  
Sharing capitol ideas.

## **JOB DESCRIPTION**

**TITLE:** Director of Communications

**CLASSIFICATION:** Grade 14

**FLSA DESIGNATION:** Exempt

**REPORTS TO:** Executive Director

CSG is seeking a senior-level communications director with at least six years of broad experience in strategic marketing, communications planning, and media relations as well as outstanding writing and communications skills.

## **JOB SUMMARY**

The Communications Director will report directly to the Executive Director and CEO and will be responsible for developing and implementing communications strategy in support of the overall strategic direction of the organization. The Director will develop and oversee media relations, public relations, branding and identity standards, new media utilization and strategies to enhance member engagement. CSG exists to provide state leaders with accurate, timely and relevant information of sufficient quality to empower them to innovate, lead and legislate in the best interests of the states and the citizens they serve. The Communications Director is an essential leader in the organization's commitment to consistently achieve this goal and surpass member expectations. The Director will be a superior manager and motivator of people and resources with a knack for doing more with less, leveraging partnerships and relationships to positively position the organization, and recruiting and retaining a high performance team of communication professionals. The Director will be a creative and critical thinker capable of developing and implementing effective approaches to connecting our members with the issues and ideas they care about. The Director will own CSG's effort to convey and reinforce CSG's value proposition to the public, our members, our key stakeholders and investors. The Director will work as an energetic collaborator and active listener with leaders across the organization to provide exceptional customer service to internal audiences and advice and support to internal constituents on how best to achieve their communications goals. The Director will possess solid skills to represent the organization to the media and other audiences and will serve as an effective ambassador for the organization.

## **RESPONSIBILITIES/DUTIES**

- Implement a comprehensive communications plan.
- Ensure consistent branding in all aspects of CSG's work.

- Manage the development and delivery of all print materials.
- Develop dissemination strategies and communications activities for policy initiatives, new reports, major events and membership initiatives, including:
  - Managing all messaging and related collateral materials
  - Writing and disseminating all E- blasts
  - Gathering quotes and developing stories for use on web site and in materials
- Manage relationships with outside contractors, as needed, including communications firms, printers, designers and editors.
- Develop and maintain relationships with media:
  - Cultivating relationships with key media representatives (editorial boards, reporters, etc.)
  - Writing press releases and pitch stories
  - Writing op-eds and letters to the editor when needed
- Manage the web site by:
  - Participating in design of web site
  - Overseeing content development for web site
  - Overseeing electronic communications and web site enhancements
  - Posting updates and creating pages when needed
  - Managing blogs and social networking accounts
- Provide leadership, direction, supervision and support for Editing and Creative services staff members. Handle special writing and presentation assignments as assigned by executive management.
- Direct and coordinate the editing, design and production of all CSG print, electronic and Web site materials. Develop and administer guidelines for external communications with members and the media.
- Develop with other senior managers and executive management the most appropriate methods for identifying and communicating CSG's mission, vision and goals through marketing, policy and research materials in print, online or through video.
- Responsible for negotiating contracts with printers, advertisers and vendors who do business with the communications department. Generate revenue through advertising sales by networking with potential advertisers.
- Develop and administer annual communications department budget.
- Manage and enhance CSG's visibility in the news media through targeted news releases, and by building relationships with media representatives.
- Raise CSG's profile to members and the general public through the news media by answering press inquiries either directly, through staff, or by advising who among our affiliates or regions might have the appropriate information.
- Maintain media contact database and monitor clipping service.
- Cultivate organizational relationships of relevance in communicating CSG's mission, vision and goals.

- Provide assistance to regions and affiliates in publicizing meetings, programs or publications generated in their offices. Advise and assist regional staffs on best methods for promoting their programs, meetings and publications.
- Inform senior management of news media articles pertaining to CSG programs, policies or membership.
- Promote CSG's mission and organizational vision through creation of content in CSG's national magazine, Capitol Ideas, and other publications and platforms.
- Develop appropriate visual identity, editing and writing style standards to ensure quality and consistency throughout the organization.

## **QUALIFICATIONS**

Advance degree in communications, marketing or journalism, with at least six years of relevant experience, and at least two years of supervisory experience, or the equivalent combination of education and experience. Ideal candidate will possess excellent verbal, written and interpersonal skills; demonstrated experience in public and media relations; awareness of state public policy issues; and the ability to provide advice and assistance relating to public affairs communications. Candidates should have magazine and Web site editing experience.

- Bachelor's in English, marketing, communications, journalism, public relations or equivalent.
- At least six years experience leading communications or media projects and at least two years of management experience.
- Demonstrated experience working in communications for a fast-paced, multifaceted organization.
- Excellent writing, editorial expertise and communication skills and the ability to translate information for all audiences with clear, crisp writing.
- Knowledge of reaching key audiences.
- Nonprofit work experience preferred.
- Functional knowledge of website management (i.e. HTML, FTP, etc.) and graphics software (Photoshop, Dreamweaver) preferred.
- Experience in successfully utilizing social media tools and technologies to engage key membership groups, customers and constituents.

## **ADDITIONAL QUALIFICATIONS**

- A creative intellect and a style that includes flexibility, evenness, and good humor.
- The ability to handle multiple projects simultaneously and a collaborative style.
- Imagination, strong listening skills, and a high level of energy.

- Comfortable with ambiguity, cross-functional teamwork and shared decision-making.

**SALARY RANGE:** \$75,000 - \$90,000

**DEADLINE:** May 28, 2010

**CONTACT:** Please send cover letter, resume, and at least three references to <https://secured.csg.org/csg/jobs>

**CSG is an Affirmative Action/Equal Employment Opportunity Employer**