

# Senior Director of Communications

<b>Position Title:</b>	Senior Director of Communications
<b>Department:</b>	Business Development
<b>Reports to:</b>	Vice President Business Development
<b>Salary Range:</b>	Base annually – depending on experience
<b>FLSA Status:</b>	Exempt

**XXXXXX, one of the world's first and most successful research parks, is seeking a Senior Director of Communications to help XXXX take the next major step forward in its growth and development. The Senior Director of Communications will be the leader of XXXX's strategic communications team.**

The Senior Director of Communications reports to the Vice President of Business Development and has two direct report staff within the XXXXXX: Director of Communications and Business Development Department Coordinator. The position is responsible for ensuring alignment of Foundation activities with the XXXXXX brand and is also responsible for the development of the marketing and communications strategy. Role is responsible for creating and leading the proactive public relations strategy and media outreach across all platforms. This position will ensure activities are scalable operations, provide rapid and effective communication with key stakeholders, leverage existing tools and methods, share best practices, and direct Foundation staff in customizing other outreach campaigns and programs appropriately to target customer segments and stakeholders. Role is also responsible for managing outreach in forming and maintaining strategic partnerships and for providing content and data to poise XXXXXX as a place of innovation and technology-based economic development.

## **Duties and Responsibilities:**

- Lead and coordinate all activities of communications, marketing and PR consultants.
- Develop, communicate and implement marketing communications strategy to support Foundation efforts to attract new business, engage and retain existing XXXX companies, build overall brand awareness and strengthen relationships with targeted stakeholder groups;
- Create strategic marketing plans, based on knowledge of medium- and long-term objectives and market conditions, which reinforce XXXX as a leader in creating and cultivating science & technology parks, differentiating and positioning the organization among businesses, site selection consultants, and regional stakeholders and partners;
- Manage and direct the development of Foundation collateral consistent with current brand elements and campaign initiatives. To include the creation and design of hardcopy and digital elements in addition to branded items and other collateral;

- Drive media strategy. Formulate proactive press strategy and cultivate and sustain effective working relations with news executives, editors, and journalists to create venues and events in which to position the XXXX as a thought leader in science & technology parks;
- Oversee the creation and maintenance of the XXXX communications contact database;
- Lead PR production and distribution (to include the drafting of press releases and communications with local, regional and national media outlets);
- Lead the development and implementation of new campaigns and/or programs to uplift the statewide mission of the Foundation in accordance with XXXX branding and communication policies;
- Manage all day-to-day contact with media including crisis communications;
- Lead and manage the XXXX.org website and social media channels to ensure content is current and engaging and messages are integrated and aligned;
- Write and edit messaging platforms and content for various communication vehicles;
- Create an internal communication plan that keeps employees informed of marketing initiatives and integrates external communications and activities across all areas of the organization;
- Monitor effective benchmarks for measuring the impact of all communication platforms and report on results and their contribution to the overall XXXX marketing/communications efforts.

#### **Organizational Relationships:**

Reports directly to the Vice President of Business Development. Works closely with the Sr. Management Team in developing strategic key messages; collaborates with Senior Director of Business Development on lead generation strategies and tactics in space/building promotion; supports regional partners and Park companies in media outreach and regional promotion; works directly with Director @XXXX Programs to orchestrate integrated communications and marketing approaches to increase participation and partnership goals. Collaborates with other staff to provide content for the blog and other social media vehicles.

#### **Required Qualifications:**

- Bachelor's degree in Marketing or Communications;
- Five or more years in communications, corporate marketing, public relations or creative agency experience;
- Significant experience in brand development and customer marketing; regional economic development experience a plus;
- Ability to develop strong, positive and constructive relationships with reporters, editors and all media representatives;
- Demonstrated ability to manage opportunities versus budgets, exercising influence and guidance on operating budgets based on plans, ROI forecasts, and alignment of the organization behind strategic, comprehensive program proposals balancing tactical, reactive initiatives;
- Experience with corporate branding approaches and strategies;

- Advanced knowledge and understanding of social media tools;
- Knowledge of Wordpress platform and experience with blogging;
- Excellent oral communication skills; customer orientation; team interaction/effectiveness; decision-making ability and multi-tasking ability;
- Ability to work effectively with XXXX's outside communications consultants;
- Strong written communication skills; presentation skills; influence/interpersonal skills and analytical skills required; Good problem solving skills required; Strong editing and proofreading skills;
- Strong proficiency in core Microsoft Office Suite (Word, Excel, Access, PowerPoint, etc.);
- Familiarity with InDesign and Adobe Creative Suite desired, but not required;
- Proven team-building skills;
- Manage outside third party vendors/consultants for assigned projects; and
- Undertake other responsibilities, as required.

**Physical Demands:**

- Ability to communicate orally with customers, vendors, management and other co-workers; regular use of the telephone and e-mail for communication is essential
- Sitting for extended periods is common; hearing, vision and speaking within normal ranges is essential for normal conversations, to receive ordinary information and to prepare or inspect documents
- Good manual dexterity for the use of common office equipment, such as computer terminals, calculator, copiers and fax machines

**Work Environment:**

The job is performed indoors in a traditional office setting. Activities include extended periods of sitting, occasional fast-paced events and extensive work at a computer monitor.

**Qualifications/Resume Submittal**

If interested in applying, please send cover letter and resume to:

or via e-mail to EMAIL. No phone calls, please.