

JOB DESCRIPTION



Position Title: Director of Communications

Reports To: Executive Director

The Organization: North Carolina Community Action Association (NCCAA) is a trusted resource and proven advocate for our statewide network of 34 Community Action Agencies. We are here to give voice to the needs, concerns, and stories of NC's disadvantaged and low-income citizens, as well as, shed light on the collective impact of community action agencies. NCCAA collaborates with community members, local governments, public and private partners, and thousands of local volunteers to invest in holistic community-based, anti-poverty strategies.

Job Summary: The Director of Communications will play an integral role in raising awareness of statewide poverty and the work of NC's community action network. The Director of Communications will develop a strategic communications plan for the organization, and s/he will lead and participate in the execution of that plan. Communication campaigns and initiatives will employ a wide variety of communications mediums which will include, but are not limited to, white papers, publications, digital marketing including social media, TV and radio broadcast, newspaper, and print. This staff member will also promote relationship building with partnering entities to advance this work. The Communications Director will be a senior-level position and will directly supervise the Digital Communications Specialist.

Essential Job Functions:

Communications Strategy, Vision and Leadership

- Develop and oversee an organization-wide strategic communications plan to increase awareness of the NC community action network, utilizing organizational branding to strengthen brand identity across North Carolina.
- Develop and implement public information/outreach, branding, and marketing campaigns to strengthen, cultivate and grow meaningful relationships with targeted, external audiences which include, but are not limited to: low-income individuals, families and communities, as well as, the media, elected officials, corporate stakeholders, foundations, and key influencers.
- Forecast challenges and emerging issues faced by the network and organization. Work with executive leadership to identify internal and external communications opportunities, strategies and solutions. Define and execute a plan of action to carry out this work.

Communications Operations

- Enhance internal and external organizational branding.
- Manage, edit or implement as needed, all copy for public consumption to ensure its alignment with the strategic communications plan.
- Oversee, or execute as needed, the development of all print and branded materials.
- Manage, edit or implement as needed, electronic communications, including the NCCAA website, newsletters, social media and other digital communications.
- Oversee content development to increase engagement with NCCAA social media channels.

- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.
- Serve as the primary point of contact for media interactions which promote and/or impact the organization.
- Continuously cultivate and manage press relationships to ensure coverage of key issues, as well as, NCCAA programs, special events, public announcements, etc.

Team Development/Management

- Recruit and manage a statewide communications fellows program. Fellows will work with local CAAs to help tell the stories of families/agencies/communities.
- Manage and oversee the work of a Digital Communications Specialist.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.

Qualifications

- Bachelor's Degree (or equivalent experience)
- A minimum of 5 years' experience in a communications role
- Experience managing and executing across several communications media
- Strong written and verbal communication skills, required
- Experience with Microsoft Office Suite, required
- Experience with Adobe Creative Suite, preferred
- Management experience, preferred
- Ability to execute day-to-day tasks and work independently
- Capable leader, manager and coach for staff and fellows
- Outcomes oriented with ability to meet hard deadlines in a fast paced work environment
- Serve as a thought leader on the executive team

Salary: \$70,000 annually plus benefits

Notice of nondiscrimination: The NCCAA is committed to equal opportunity for all persons without regard to sex, age, race, color, religion, creed, national origin, marital status, disability, or sexual orientation, and any other class of individuals protected from discrimination under state or federal law. It is the policy of the NCCAA to comply with all federal, state, and local laws and regulations regarding equal opportunity. In keeping with that policy, NCCAA is committed to maintaining a work environment that is free of unlawful discrimination and harassment. Accordingly, NCCAA will not tolerate unlawful discrimination against or harassment of any of our employees or others present at our facilities by anyone, including any supervisor, coworker, vendor, client, or customer of NCCAA.

To Apply: Please submit a resume and brief cover letter to Annette.Bryant@nccaa.net with the subject line: Communications Director Applicant. Applications are due no later than Friday, Sept. 4 by 4:00pm. No calls, please.