COMMUNICATIONS DIRECTOR

**POSITION SUMMARY**

The Communication Director will be responsible for spearheading strategic direction initiatives and planning, coordination, and management of the township’s integrated public relations and strategic communications program. In addition, the CD will create and communicate the township’s messages. Moreover, the CD will support the township’s staff and board in developing and maintaining strategic partnerships with external organizations and residents. The CD will also develop and implement initiatives that would serve the residents, and thus increase the benefit of being a township resident. The CD reports directly to the township (insert title here).

**RESPONSIBILITIES**The Communication Director is responsible for the overall planning, organization, and direction of township’s communication strategies and public information activities. The CD is responsible for fostering and maintaining relationships with news media, editors, reporters, other Communication Directors, partner organizations, and governmental officials and their staff (when relevant); and fostering greater awareness about issues concerning townships.

Duties include but are not limited to:

* Planning, organizing, and directing overall communication strategies and public information activities for the organization;
* Managing, planning, directing, controlling and implementing an proactive communication program to enhance the relationship between the municipality and its citizens;
* Overseeing internal and external communications and presentations, in close relation with the managing staff of the township divisions, interest groups and committees;
* Overseeing the township's digital communication, including the content for the Website, social media, and newsletters;
* Developing, maintaining and promoting an ongoing service for residents and interested external organizations that circulates updated news about research, teaching, and service;
* Coordinating, overseeing and attending press activities, such as press releases and events;
* Maintaining extensive and positive relationships with federal, state, and local media;
* Representing the township in the media and other relevant occasions;
* Developing and implementing annual strategic communication plans that include goals, activities, materials, and performance indicators;
* Providing detailed reports of communications activities, including township developments;
* Supporting communication goals of township regarding state and local advocacy of issues relevant to the township, disciplinary and cross-disciplinary debates, and academia;
* Participating in strategic planning with the township \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the Board of Supervisors.
* Identify communication needs and goals of township. The CD will conduct a periodic needs assessment to understand how ICA communicates within the field and across fields and identify gaps and opportunities.
* Develop and implement a master outreach plan for the township with input from key experts.
* Develop and implement annual plans that include goals, activities, materials, and performance indicators. Annual plans should be discussed with the BOS.
* Serve as a liaison between communication scholars and key publics (e.g. the media, policy-makers, other municipalities). The CD will be responsible for consulting with division chairs and fellows in order to identify interesting research and events. Specific criteria for selecting and highlighting work should be determined in the future. The CD should actively seek out relevant information and materials following specific guidelines agreed/endorsed by the township Board of Supervisors.
* Produce and manage and handle several information channels and platforms (from live interviews to press releases to social media).
* Support communication goals of township regarding state and local policy-making around issues relevant to the township.
* Monitor appearances of the township and its officials in the media, as well as participation in forums focused on higher education, funding, and policy-making.
* Travel as assigned by the Executive Director.

**REQUIREMENTS**

* Bachelor’s degree in a relevant field, including public relations, journalism, communication, or marketing
* A minimum of three years professional experience, ideally with some experience with nonprofit or academic organizations
* Excellent communication skills, particularly when dealing with an international, multilingual audience
* Ability to handle multiple projects under time and resource pressure
* Be detail and results-oriented, and have strong knowledge of budget processes and evaluation of outcomes analysis
* Comprehensive knowledge of media operations and expertise in the field of public relations and release of information for publication
* Proven ability to develop communication strategies related to organizational policies in collaboration with a diverse team
* Familiarity with local and state government functions
* Knowledge of the latest advances in effective use of digital and social media for effective corporate communication, including (ideally) online communities, search engine optimization and other digital marketing tools

**The PSATS Ordinance Database includes examples that townships can use when developing their own ordinances, job descriptions, and personnel regulations. Please keep in mind that these examples are merely models and should only be used as a guide in developing your own ordinance, job description, or personnel regulation. PSATS encourages township officials to review and discuss all proposed ordinances, job descriptions, or personnel regulations with their township solicitor. Also, please keep in mind that PSATS cannot guarantee that a model ordinance, job description, or personnel regulation has or will withstand a court challenge.**