

RECRUITMENT ANNOUNCEMENT (11-21-2011)

The League is initiating the recruitment process for the following position as part of the Senior Leadership Team. The purpose of this position is to design, develop, implement and sustain the overall strategy for media and public relations, issue communication, marketing communication, general internal communications and overall Member Relations strategy. Role will collaborate with the Executive Director and senior leadership team in the development of communications strategies that promote the League's membership agenda. Anyone who meets the requirements and is interested in being considered for this position should submit resume and three - five work samples as part of the initial application process to jobs@nclm.org.

Director of Communications and Member Relations

SG 644: \$106,049 - \$169,679

Develop and sustain communications efforts which are strategic, proactive, consistent, and add value to the representation of member needs/initiatives and supports the work of all League departments. To supervise and provide direction to Communications and Member Relations staff (current staff of 9) and manage the implementation of communication and member relations initiatives, programs and projects. To ensure member city officials and staff are made aware of the depth and breadth of League resources and services. Develop communication messages and/or distribution vehicles for internal stakeholders including League members, staff and Board of Directors.

Design and implement public relations strategies and programs for League and members to establish and maintain the League's credibility as the authoritative source of information on municipal issues, advances the League's legislative priorities, and aims to reflect member perspective in media coverage of municipal issues. This includes establishing relationships with members of the media; pitching stories to publications and monitoring media coverage; identifying key messages and communicating to existing and potential audiences and stakeholders. Provide strategic guidance on development and oversight of internal and external materials such as brochures, press releases, web copy, newsletters, executive presentations and other appropriate media.

Plan, direct, and implement Risk Management Services (RMS) marketing communication activities including development of RMS marketing collateral and communicating consistent messages across print and electronic media to various entities. Ensures, strategic messages are communicated effectively to target audiences through proper media sources (member/employee communications; speeches and executive/board communications; press releases and fact sheets, etc). As necessary, produces or acts as liaison with firms that produce public relations materials, advertising, and marketing collateral.

Develop and implement a proactive issues communications strategy for League Advocacy and overall League management and reputation. Lead strategic statewide and local media/editorial board strategy connected to Governmental Affairs (GA) advocacy needs; manages website and online advocacy communications which promotes the overall issue strategy; builds a proactive public presence in NC for NC cities and towns and focus on member issue education/member advocacy communications (in concert with LINC grassroots/Grassroots Coordinator). Further, work in conjunction with GA to develop plans, strategies, and tactics for state legislative initiatives.

Develop targeted or segmented communication campaigns across a broad and diverse customer base. Manage League's external presence, inclusive of publications, websites, social media applications, and other media. Develop strategy for collection, integrity, maintenance and utilization of member data including but not limited to online membership directory for members and other appropriate groups.

Minimum Qualifications:

BS degree in Communications, English, Journalism, Public Affairs, or a related field. (Master's degree preferred with specialization in Marketing Communications or Public Affairs)

Eight to ten years of public relations and/or media relations experience in government, not-for-profit, or private sector organization with minimum of 4 – 6 years working in or with the public or non-profit sector, particularly local governments.

Requires excellent written, verbal and media savvy communication skills including ability to direct messages to and interface with multiple internal and external audiences.

Ability to assess situations, assemble coalitions and build support for ideas to influence behavior in leading strategic League initiatives.

Have excellent Leadership skills including provision of dynamic work environment, strategic direction/vision alignment, direction for team members and developmental activities. Also encourage and empower others to act as team players.

Skills/Certifications/License Required:

Accredited in Public Relations (APR) or comparable credentials preferred, but not required.

Valid Class C Driver's License

This position reports to the NCLM Executive Director and is located in Raleigh, NC.

Deadline: Open until filled.