



NEW JERSEY ASSOCIATION OF SCHOOL ADMINISTRATORS JOB DESCRIPTION

TITLE: Director of Communications

REPORTS TO: Executive Director

QUALIFICATIONS:

1. Highly collaborative style; experience developing and implementing communications strategies
2. Excellent writing/editing and verbal communication skills
3. An implementer who thrives on managing a variety of key initiatives concurrently
4. High energy, maturity, and leadership ability
5. Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
6. Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
7. Experience working with members of the press, pitching stories and getting them placed in various types of news outlets
8. Strong writing and communication skills
9. Experience with multifaceted planning processes
10. Demonstrated flexibility in problem-solving
11. Outstanding organizational skills and attention to detail

SUPERVISES: Communications Department staff and external vendors

JOB GOAL: The Communications Director creates, plans, implements, and manages diverse communications strategies to meet short and long-term communications needs of the Association. This position represents the organization as the official spokesperson and liaison to the news media. In addition, the Director is the NJASA staff liaison to the Association's Technology Committee.

RESPONSIBILITIES:

1. Researches, writes, develops, and edits informational pamphlets, brochures, newsletters, magazines, and publications for both print dissemination and web site access
2. Prepares, reviews, and edits Association correspondence, news releases, e-mails, testimonies, position papers, and PowerPoint presentations

3. Supervises and approves the internal and external production process of the Research Publications Program and the Membership Directory
4. Develops and coordinates the illustration and printing of publications
5. Researches, develops, writes, and coordinates media campaigns
6. Works with print, radio, and television news media
7. Oversees content, relevance, and maintenance of web site for daily communications
8. Supervisors the procurement of an advertiser source to offset the production costs of the Association's publications, while enhancing the revenue base of the organization
9. Works directly with the Chair of the NJASA Technology Committee in coordinating all Committee functions
10. Prioritizes events/activities on a daily, weekly, and monthly basis
11. Supervises the work of the Communications staff and external vendors
12. Exercises diplomacy and sensitivity when working with individuals and organizations
13. Demonstrates continuous effort to improve operations, decrease turnaround times, streamline work processes, and provide quality seamless membership services
14. Performs any other related duties or special projects as directed