

TITLE:**Director of Communications****QUALIFICATIONS:**

1. Graduation from an accredited college or university with a Bachelor of Arts degree in Communications, Journalism, or Public Relations. An advanced degree in management a plus.
2. A minimum of seven years of professional experience in communications, journalism and/or public relations, including three years of supervisory experience. Two years experience as a Public Information Officer in a K-12 New Jersey public school district.

REPORTS TO:

Executive Director

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.

PERFORMANCE 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. Coordinates the Discover Card Judging for AASA
10. Works directly with the Chair of the NJASA Technology Committee in coordinating all Committee functions
11. Prioritizes events/activities on a daily, weekly, and monthly basis
12. Supervises the work of the Communications staff and external vendors
13. Exercises diplomacy and sensitivity when working with individuals and organizations
14. Demonstrates continuous effort to improve operations, decrease turnaround times, streamline work processes, and provide quality seamless membership services
15. Performs any other related duties or special projects as directed