

## **Director of Communications / Public Information Officer**

### **Summary/Objective**

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The Director of Communications/Public Information Officer facilitates the external and internal strategic communications functions of the organization.

The Communications Director works to propel the organization's efforts through consistent messaging, brand strategy, and sharing the St. Tammany story with a wide array of public, private, local, regional, and national stakeholders through various communications channels. This position oversees the development and activation of brand collateral, internal and external communications, and business attraction marketing strategies. The Communications Director also engages with the media to help educate and expand organizational exposure and awareness with local, national, and international markets.

As the Public Information Officer, this role engages news outlets, government officials, institutional stakeholders and community partners, business stakeholders, business owners, and the like at the direction of the CEO to advance the mission work of the organization and to provide important educational and informational materials for public interest and education.

This position partners with leadership to ensure the best possible service and effective communications to the organization's audiences, stakeholders, and the public.

### **Essential Functions**

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Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Serves as the official public information officer.
- Develops and distributes all publicity for organizational activities including crafting appropriate messaging for various audiences, newsworthy events, and advertising. Notices, calendar events, publicity with photographs, and general news articles are part of the regular publicity events. Oversee all advertising, including posters, flyers, or mailers, and arrange media interviews.
- Oversee the creation of communication materials for website content, newsletters, social media posts, press releases, presentations, marketing collateral, etc.
- Write documents such as press releases, letters of response, personal interviews, items for other departments, instruction manuals, etc.
- Develops all talking points, presentations, external communications to stakeholders, opinion editorials, statements, and the like on behalf of the CEO.
- Directs the management and utilization of the organization's social media channels and produces the e-newsletter and other curated publications to highlight the work of the organization.
- Ensure all organizational brand guidelines are maintained internally and externally.
- Proofreads and edits documents created by leadership, staff, and Board of Commissioners.
- Builds and maintains strong relationships with journalists and directly manages all media inquiries, press releases, and interviews for all STEDC programs.
- Prepares various presentations for leadership, staff, and Board of Commissioners.

- Develops and maintains a library of current reference and collateral materials.
- Coordinates photo shoots and manages in-office photo displays.
- At the discretion and approval of the CEO, may function as the spokesperson for the organization.
- Coordinates the creation and production of organizational collateral materials, including annual reports, brochures, business cards, stationery, and industry targeted promotional items.
- Works with economic development consultants, partners, and vendor points of contacts to coordinate advertising schedules and placement, as required for ads placed in industry publications, community program books, newsletters, etc.
- Reviews specifications sheets, obtains, and prepares bids, and acts as liaison with vendors when delivering communications collateral material and scheduling proofs and meetings.
- Tracks, collates, and maintains inventory of branding and marketing materials.
- Maintains inventory of photo work, artwork, and film, and maintains marketing literature, archive files, and sample files.
- Helps prepare for involvement in community organizations events and plays an active role in the organization's internal and external event planning efforts.
- Oversee the utilization of all the organization's multimedia and digital assets and platforms.
- Tracks and prepares analysis of all communications metrics to provide insights on effectiveness, reach, and impact of implemented communications and marketing strategies and tactics.
- Assists in other duties as assigned by the organization's leadership.

## **Competencies**

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1. Communication Proficiency
2. Public Relations
3. Media Engagement
4. Presentation Skills
5. Project Management
6. Technical Capacity
7. Time Management while Managing Multiple Priorities
8. Organizational Skills
9. Strategic Thinking
10. Problem Solving/Analysis
11. Decision Making
12. Collaboration Skills
13. Teamwork Orientation
14. Learning Orientation
15. Personal Effectiveness/Credibility
16. Adherence to Deadlines
17. Working Calmly in High Pressure Situations
18. Crisis Communications

## **Responsibilities & Requirements**

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**Supervisory Responsibility**

This position supervises the Economic Development Specialist for Digital Media and Marketing.

**Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

**Physical Demands**

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk; use hands to finger, handle, or feel; and reach with hands and arms.

**Position Type/Expected Hours of Work**

This is a full-time salaried position. Office days and hours are Monday through Friday, between 40 – 50 hours per week. Evening and weekend work may be required as job duties demand. Due to the nature of this position, work will be required beyond the typical office hours and will include participation at community events in the evenings and on weekends at the direction of executive leadership.

**Travel**

This position requires up to 25% travel.

**Compensation**

Salary commensurate with experience, additional benefits of 401K retirement, healthcare insurance, paid holidays, paid time off, and professional development opportunities.

**Required Education and Experience**

Bachelor's degree in communications, English, journalism, advertising, marketing, or related field of study required with at least 8 to 10 years of related professional experience and/or training; or equivalent combination of education and experience.

**To Apply for the Director of Communications / Public Information Officer position:**

Email a cover letter and resume to Sharon DeLong, Director of Administration at [sdelong@sttammanycorp.org](mailto:sdelong@sttammanycorp.org) by Friday, January 17, 2025.