

**Job Title:** Director of Communications  
**Department:** The Relatives  
**Reports To:** Executive Director  
**FLSA Status:** Exempt; Salaried  
**Prepared By:** Executive Director  
**Prepared Date:** 10/2022  
**Approved By:** Human Resources

**SUMMARY**

The Director of Communications is responsible for the organization’s messaging and brand positioning to share our mission, services, expertise with youth in crisis, and the impact of our organization on the communities we serve. She/He is responsible for planning, developing, and implementing all organizational marketing and communications, both internal and external. Oversees development and implementation of support materials and services for the organization as it relates to marketing, communications, and public relations. Coordinates at a tactical and strategic level with all functions of the organizations.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Essential Duties and Responsibilities	Key Performance Indicator
Create, implement, execute, and measure the success of a comprehensive communications plan that will enhance the organization’s image and position within the marketplace and public	Produces a plan for approval by 9.30 of each year
Effectively communicate with internal and external customers and appropriate level of support when interacting with clients, family members, and co-workers	Responds to email, phone, social media messages or written inquiries within an average of 24 business hours
Manage various ongoing communications tasks and projects from inception to completions. Executes short-term projects.	100% of projects/assignments are completed on time
Prepare and distribute press releases and communicate with media outlets and journalists to get relevant stories in the media to increase awareness of TR’s mission.	Stories about TR in the media/news average two per quarter for a total of 8 times/year.
Manage media events and appearances by preparing Executive Director and other appointed media representatives, communicating with media, and recruiting testimonial speakers.	All participants in media events are well prepared with talking points ahead of the event.
Design content for social media channels and increase engagement using branded images, videos, captions, and hashtags.	Annually measure success of each social media channel based on agreed upon goals.
Create and update website content and ensure that all content is up-to-date and engaging	Refreshes website content and pictures at least monthly.
Plan, create, and execute/oversee graphic design projects for the agency.	100% of projects meet brand guidelines and are completed on time.

Serve as brand gatekeeper for the organization and create brand-aligned materials	Reviews all materials to ensure they meet brand guidelines. Trains staff annually on brand guidelines
Completes mandated training	100% of required training has been completed within specified time frame
Attendance: Has minimal occurrences of unscheduled absences or lateness	No more than 5 unscheduled events per year

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE**

- B.A./B.S. in Communication, Public Relations, Marketing, or related field is preferred.
- Experience in a similar office environment required.
- Bachelor’s degree required. Two+ year(s) related experience preferred
- Proficiency in MS Office Suite, Adobe Creative Suite, Canva, and WordPress
- Demonstrated skills in the design and execution of marketing, communications, and public relations activities to include media relations, social media, and digital marketing
- Excellent written and oral communication skills, as well as excellent customer service skills

**LANGUAGE SKILLS**

Ability to read, analyze, and interpret common journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, employees or members of the community. Ability to effectively communicate information to top management, public groups, and boards of directors.

**MATHEMATICAL SKILLS**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**PHYSICAL DEMANDS** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities

required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

**WORK ENVIRONMENT** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

**Employee Signature:** \_\_\_\_\_

**Supervisor:** \_\_\_\_\_

**Date:** \_\_\_\_\_