



Communications Director

Division/Department: Operations/Communications

FLSA Status: Exempt

General Definition of Work

Performs difficult professional work serving as the primary face and voice for official communications coming from the Association, developing primary messaging and marketing information for legislative advocacy, leadership development, civic engagement, and member services programs ensuring organizational messaging is consistent, establishing and maintaining a working relationship with county and municipal associations, civic organizations, regional partners, the media, various interest groups, and individuals to foster synergistic opportunities, and related work as apparent or assigned. Work is performed under the general direction of the Operations Director with frequent interaction with the Executive Director.

Qualification Requirements

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

Position Responsibilities

Organization Cultural Alignment

Supports the Association's "Four Pillars," civic engagement, leadership development, legislative advocacy, and membership services through the support of division or program staff and interaction with local governments and authorities; has knowledge of and general understanding of the programs and services offered by the Association and provides outstanding customer support that reflects well on the entire Association.

Provides and exhibits outstanding customer service, teamwork and organizational commitment.

Operates a variety of standard office equipment.

Supports the overall organization by executing the directives as set forth by the Association.

Performs related tasks as required.

Leadership & Supervision

Supervises and directs the Association's Communications Office, including supervision of the Operations & Communications Specialist. Serves as the primary communications advisor for Association managers and works collaboratively with all divisions and programs on planning, developing, implementing and managing all aspects of communications and public relations.

Serves as part of the ACCG management team, Employee Wellness, and Staff Engagement teams.

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

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Oversees the development of marketing materials for membership services programs, including but not limited to insurance and retirement programs.

Communications & Strategic Management

Develops and manages the Association's communications plan. Works with the Executive Director and managers to identify priorities and develop strategies and tactics to achieve goals.

Develops and implements communications campaigns and outreach initiatives for Association programs as well as local government issues. Identifies appropriate target audiences, communications tools and avenues for information distribution.

Coordinates complex special projects, develops communications campaigns on diverse local government issues, and identifies appropriate target audiences and avenues for information distribution.

Works closely with the Association's legislative advocacy and policy staff and serves as one of the primary conduits for keeping the membership apprised of legislation that may impact county government; keeps the membership engaged in policy issues through print and electronic media, including but not limited to Legislative Updates (including Facebook Live) and Action Alerts.

Oversees the production of Georgia County Government magazine. Handles contract management and coordination with the publisher, develops the annual editorial calendar, supervises content development and reviews the final proof. Writes and edits editorials for the Executive Director and ACCG President as needed. Reviews and proofs the CountyLine and Capitol Connection e-newsletters.

Assists in managing the Association's website and social media; works with the Information Technology team on design and navigation; writes content and updates the website using the content management system and social media management platforms.

Serves as primary point of contact for media seeking information or comment on Association or local government issues; coordinates interviews with Association staff; writes and distributes press releases and media advisories, especially those involving sensitive issues or are complex in nature. Works to proactively promote the work of ACCG and county government.

Provides professional communications support to the Executive Director, including writing letters, talking points, speeches, reports and other written documents as needed.

Works with external producers to develop videos for the Association conferences, on the website and/or for distribution to member jurisdictions and others, including developing the script, coordinating interviews, guiding original video footage and assisting with editing.

Tracks membership satisfaction with Association programs and services through regular customer service surveys.

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Administration & Event Execution

Serves as an integral part of the Association's conference/meeting planning team; assists with theme development, keynote speaker and session identification; oversees branding/logo design; coordinates event marketing; and prepares the Presiding Guide and talking points for Board members and the Executive Director; oversees speakers and logistics for the general sessions and assists with other conference special functions as needed.

As needed, works with external producers to develop videos for the Association conferences, the website and/or for distribution to member jurisdictions and others; coordinates contract, develops the script, coordinates interviews, guides original video footage and assists with editing.

Performs the duties of district liaison; serves as frontline contact for county official within an Association district; facilitates district meetings; keeps apprised of activities and county issues within the district; conducts periodic district visits.

Some overnight travel required

Knowledge, Skills and Abilities

Thorough knowledge of writing and editing techniques required to prepare reports and related documents;

thorough knowledge of public information principles and practices of public relations media; considerable experience in media and public relations;

thorough knowledge of the Handbook for Georgia County Commissioners and the relevant fundamentals of county government in Georgia;

general knowledge of the Official Code of Georgia, state and federal rules and regulations; general knowledge of Association programs, policies and structure;

skills in research and organization; skill in the use of standard office software applications, specifically Microsoft Office products, including Outlook, Word and Excel;

ability to communicate effectively, both orally and in writing;

ability to develop promotional copy and perform technical editorial work;

ability to write public information reports and releases;

ability to establish and maintain effective working relationships with associates, media representatives, member jurisdiction representatives, appointed and elected officials, preferred partner representatives and the general public.

Education and Experience

Bachelor's degree with coursework in public relations, journalism, or related field and extensive experience in communications planning which incorporated writing, media relations, event planning and crisis management, or equivalent combination of education and experience.

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Physical Requirements

This work requires the occasional exertion of up to 10 pounds of force;
work regularly requires sitting, speaking or hearing and using hands to finger, handle or feel, frequently requires reaching with hands and arms and occasionally requires standing, walking, stooping, kneeling, crouching or crawling, lifting and repetitive motions;
work has standard vision requirements;
vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels;
work requires preparing and analyzing written or computer data, operating motor vehicles or equipment and observing general surroundings and activities;
work has no exposure to environmental conditions;
work is generally in a moderately noisy location (e.g. business office, light traffic).

Special Requirements

Valid driver's license in the State of Georgia.

Last Revised: 1/8/2019