

# Director, Communications

(Last Updated January 2024)

The Greater Sacramento Economic Council (GSEC) is seeking a Director, Communications to join our team. The position reports to the Vice President, Marketing and Communications. The Director, Communications will be responsible for GSEC's internal and external communications strategy with the goal of generating awareness and recognition of GSEC's work and elevating perceptions of the region as a place to live, work and do business. The Director's work will encompass a variety of functions such as thought leadership, public relations, social media, blogs and internal communications. The position is expected to shape and drive content aligned with annual objectives and is designed to foster engagement with GSEC's investors.

## RESPONSIBILITIES INCLUDE:

- Provide strategic direction and messaging on key initiatives to both internal and external stakeholders.
- Partner with Vice President, Marketing and Communications to develop a strategic media relations plan and lead plan implementation to elevate the region's and GSEC's profile internationally and nationally.
- Measure and report on impact of media relations plan using data and analytics.
- Lead organization's media relations, including responding to media requests, providing information for stories, facilitating interviews and fostering relationships with targeted media contacts.
- Maintain current, in-depth knowledge of the business and political climate of the region and how they're perceived by and portrayed in the media.
- Take the lead on submitting the organization for awards and evangelize achievements.
- Craft messaging for various channels such as press releases, newsletters, social media, executive thought leadership, speaking engagements, website, collateral, events and more.
- Coordinate company announcements with partner organizations via news release or press conference.
- Performs other related duties as assigned.

## KEY RESULTS EXPECTED

- Oversight of GSEC social media channels and management of the social engagement contractor.
- Development of a comprehensive communications program that is innovative and dynamic.
- Efficient and customer-service oriented management of media partners and MarComm counterparts at local businesses.
- Regular assessment and idea creation around new ways to pitch our story.
- Understanding of GSEC's strategic initiatives and application of these objectives in body of work.
- Effective engagement with GSEC investors and development of opportunities to include their story in media opportunities.
- Strong relationships among partner organizations and stakeholders.
- Effectiveness in working with all departments at GSEC to execute plans.
- Consistent communication of progress and results to MarComm and management team.

## DESIRED SKILLS, TRAITS AND EXPERIENCE:

- Bachelor's degree in a related area such as public relations, communications or journalism.
- 5 - 10 years of related work experience.

- Possess a player-coach mentality as someone that can manage, motivate and jump in to get the job done.
- Must have experience in the composition of concise, accurate and persuasive material with strong attention to detail.
- Demonstrated skill and comfort in proactively building relationships with top-tier technology and business reporters and editors.
- Successful history of pitching the media to achieve high-impact placements.
- Creative ability in identifying and presenting story opportunities that appeal to target audiences.
- Strong presentation skills and the ability to interface effectively with media professionals, senior-level business executives and elected/public officials.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.
- Goal driven, self-motivated, persistent and professional.
- Team-oriented with a passion for mission-driven work.
- Proficiency in AP style, copy writing and editing
- Familiarity and relationships with local media a plus.
- Knowledge of Meltwater a plus.

**PHYSICAL REQUIREMENTS:**

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

**APPLICATION INFORMATION**

Salary range: \$77,000 - \$99,000 per year. Salary range is dependent on experience. Qualified candidates should respond by filling out the application [form](#).

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