

CHAMPAIGN COUNTY ECONOMIC DEVELOPMENT CORPORATION

Position Description

Position: Communications Director

Reports To: Chief Executive Officer

FLSA Status: Exempt

Position Purpose

The Communications Director is responsible for developing, implementing and managing both event specific and broad communication strategies for the Champaign County Economic Development Corporation. Successful implementation of these strategies will result in greater awareness and increased participation in Champaign County EDC programs and activities. The Communications Director works with all EDC committees and staff to ensure that current and future potential clients, partners and investors receive regular information regarding the services available and to ensure consistency and quality of all media and other public contacts.

Dimensions

The Communications Director will serve an agency of approximately 4 staff and 100 volunteers for programs and services with a total budget of \$500,000. This position will have significant impact on organizational performance.

Principal Accountabilities

The Communications Director may act as a spokesperson for the EDC, serve as primary liaison between EDC and the media and advise the Corporation, CEO and board members to ensure effective communications. The incumbent serves as a resource to the media on services provided by the EDC and issues affecting Economic Development.

On behalf of the EDC, the incumbent will maintain positive public relations with local governments, related real estate developers and the public at large to help create efficient and effective service delivery partnerships.

The incumbent plans and executes press conferences and other media events hosted by EDC and writes press releases.

The incumbent writes or edits all written content on the EDC web site, EDC newsletters, and edits brochures and fliers for all program services. The incumbent will develop and implement an integrated plan for use of social networking, including Facebook, Twitter, etc. plus the use of video, including on the web, YouTube, etc.

The incumbent organizes, coordinates and executes all major events, obtains sponsorships and develops community partnerships to support/retain events and other related programs. The incumbent will work with vendors on bids, contracts, and timelines.

The incumbent may assist in conducting market research and counsel staff on effective communication strategies.

The incumbent may supervise student interns to execute marketing plans, conduct market research etc.

At the direction of the CEO, the incumbent may communicate with officials of federal, state or local governmental agencies and coordinate public meetings.

Required Knowledge and Skills

Bachelors Degree with coursework in journalism, marketing and/or communications. Three to five years related work experience.

Incumbent must be a self-starter, innovative, creative, with a high energy level.

Excellent oral and written communications skills.

Media relations experience and/or training.

Ability to manage web site and social networking content and design.

Skill in all software applications used in publishing web sites, brochures and newsletters.

Ability to develop a working knowledge of current government programs regarding economic development. Familiarity with the development community, and local government officials and programs preferred.

Ability to work as a member of a team in developing strategies to best serve the community and investors of the EDC.

Ability to work with confidential information of major importance to the EDC, its clients and staff.

Ability to attend evening meetings and travel as needed to represent the EDC.