



Communications Director

Reports to: President and Chief Executive Officer

Department: Executive Office

Status: Full-time

Compensation: Salaried

Fair Labor Standards Act Category: Exempt

Position Summary

The communications director serves as a staff member at will of the National Assembly of State Arts Agencies (NASAA). In that capacity, the communications director is responsible for developing, organizing and implementing NASAA's communications strategies. Using an array of digital and print mediums, the communications director is responsible for the timely delivery of information and the creation of effective channels for communicating NASAA's work and the value of state and jurisdictional arts agencies. The communications director provides editorial and production oversight for NASAA's publications and electronic communications, including NASAA's websites and brand.

Essential Duties and Responsibilities

➤ Editorial and Brand Oversight

- Develops, edits, proofs and formats digital and print materials designed for members and other key audiences.
- Ensures high editorial quality and accessible readability for NASAA publications and communications.
- Maintains and provides leadership for staff usage of NASAA's Editorial Style Guide.
- Oversees the development and implementation of and updates to NASAA's brand identity across all publications and communications mediums.

➤ **Websites**

- Oversees NASAA's websites, including working with staff on content planning, securing and implementing updates, troubleshooting, and coordinating maintenance.
- Writes/Edits copy as required/directed.
- Ensures staff members are trained in the use of website content management system.
- Acts as lead contact with website development and design vendors.
- Tracks and reports on website usage statistics.
- Manages periodic website evaluation and redesign efforts.

➤ **Communications**

- Develops and manages communications content and production timetables.
- Collects, edits and organizes content submissions.
- Writes copy as required/directed.
- Manages the process for securing review and approvals of drafts prior to publication.
- Manages communications packaging, design, layout and image use.
- Maintains the electronic communications distribution systems and related templates for bulk email platforms.
- Tracks and reports on message delivery, open and clickthrough rates.
- Develops and implements NASAA's social media content strategies, posts content, and tracks performance.
- Procures and manages third parties for printing, web development, design, writing and editorial services.
- Secures image files and usage permissions and manages copyright licences.
- Develops and implements special communications projects that support NASAA's activities.

➤ **Member Relations**

- Serves as NASAA's principal liaison to member and partner public information officers/communications managers and regularly convenes this peer group for networking and mutual learning opportunities.
- Maintains and manages listserv platform.

- Assists with orienting new state arts agency members to NASAA's resources.
- Hosts and/or moderates selected webinars, conference sessions or other member events.

➤ **Public Relations**

- Monitors news and social media for information relevant to NASAA, state arts agencies and the National Endowment for the Arts.
- Maintains and manages media notices platform.
- Educates NASAA staff about NASAA's press protocols.
- Manages responses to media inquiries by authorized NASAA spokespeople, including notification of member agencies.
- Maintains press contact logs.

➤ **Access for All**

- Applies an anti-discriminatory lens to NASAA's editorial standards and practices.
- Renders NASAA's website content accessible to individuals with disabilities.
- Supports NASAA's commitment to providing service to and access for all.

Other Duties and Responsibilities

Other Duties and Responsibilities: Provides other assistance, as designated by the president and chief executive officer, program directors, and executive advisor, to support the overall goals of the department and organization. NASAA retains the right to add or change duties and/or responsibilities at any time.

Supervisory Responsibilities: Supervises relevant contractors.

Budgetary/Fiscal Responsibilities: Develops and manages cost estimates and budgets for communications functions. Acts as a good steward of NASAA's resources.

Responsibility for Confidentiality: The nature of this position requires safeguarding against the release of confidential and proprietary information of NASAA.

Contact with Others: Interacts with staff members at all levels across the organization, NASAA members and external organizations.

Work Location: Eligible for remote or hybrid work. NASAA's offices are in downtown Washington, D.C.

Experience and Job Requirements

Education: Requires four-year degree in communications, marketing, English or a related field, or any equivalent combination of education and/or experience.

Experience: Requires five years of experience in editorial work and website development or management, or any equivalent combination of experience, lived experience, and/or special skills. Experience in project management and working in a public policy environment are strongly preferred.

Knowledge, Skills and Abilities: Requires advanced skills in Microsoft Word and intermediate skills in Adobe Suite, Outlook, Excel and PowerPoint. Requires advanced skills in bulk email distribution systems, technical proficiency with WordPress, and knowledge of Salesforce or similar customer relationship management platform. Familiarity with HTML is helpful.

Requires superior written and oral communication skills and attention to editorial detail.

Requires a basic understanding of design principles and the ability to prepare page layouts and communications that use images and other visual elements effectively. Requires knowledge of design and production process for digital and print communications and basic image manipulation/processing.

Requires effective organizational skills and the ability to prioritize work and tasks; adaptability to meet deadlines in a fast-paced, multitask and changing environment; and the ability to work independently and as part of a team. Must have good negotiation skills and the ability to handle sensitive information with diplomacy. Must be an outstanding communicator who is comfortable working and collaborating with a broad cross-section of people.

Schedule Availability: Weekdays, with occasional nights and weekends. Occasional travel required.

Licenses/Certifications: None are required.