**JOB DESCRIPTION**

**Senior Vice President, Communications**

**Background**

The Senior Vice President, Communications reports directly to the President of the Greater Austin Chamber of Commerce. This member of the executive team will lead the development and execution of all external and internal communications for the organization. With responsibility for developing and leading a small and talented communications team, the senior vice president will create and execute consistent, integrated communications to support the Chamber’s objectives, protect and enhance brand value and reputation, and ensure the Chamber’s continued leadership in economic development, workforce, education, corporate citizenship, civics, and emerging issues.

**Roles and Responsibilities**

Refine and deploy a communications strategy that maximizes the Chamber’s influence for economic development, workforce readiness, regional public policy and corporate civic engagement. Activities include the following.

* Evaluate and adapt the Chamber’s approach audience segmentation, demonstrating a keen understanding of the varied and complex objectives of the organization and recommending effective messaging and strategies accordingly.
* Strengthen and refine the Chamber’s key message framework, working with the senior executive team and board of directors to define points of view for the organization that are enduring and scalable, increasing the Chamber’s influence over time.
* Manage and lead a team responsible for enhancing the Chamber’s influence in realms crucial to its mission, including branding, media relations, social media and visual design.
* Cultivate a data-driven mindset to communications effectiveness, including: setting & achieving measurable goals for both traditional & social media engagement; assessing trends in website traffic around organizational and issue-driven content, and recommending optimizations; and monitoring, reacting to and learning from online interactions of other influencers in the realms important to Chamber issues.
* Partner with the SVP of Sales & Marketing to create & deploy a consistent voice for the Chamber in all facets of communications, keeping issue- and brand-driven activities well-aligned with additional organizational objectives.
* Work closely with the executive team and board of directors to communicate Chamber priorities and initiatives consistently and effectively, including spokesperson coaching, scripting, writing and more.
* Serve as an in-house communications consultant to Chamber departments and foundation partners, recommending communications strategies that maximize the value of programs, events and initiatives for the organization.
* Provide assistance planning, writing and editing a broad range of content, including advocacy materials, event marketing materials, sales collateral, the Chamber’s Annual Report, award submissions and more.

**Qualifications and Skills**

* Strong leadership and management skills
* Proven ability to deliver both strategy and execution
* Excellent written and verbal communication abilities
* Experience with budget management
* Proven ability to lead multiple projects simultaneously in a fast-paced environment
* Proven project management, time management and organizational skills
* Demonstrated media relations experience, contacts, and earned-media results
* Excellent consensus-building skills and ability to facilitate diverse groups and synthesize concepts into business strategies and plans
* The ability to manage highly sensitive organization information with discretion
* Experience working with membership organizations
* Knowledge of public policy and local/state government a plus

*This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee.*