



Job Title:	Director, Communications	Position Type:	Exempt / Full-Time
Department:	Marketing & Communications	Reports to:	Vice President, Marketing

Position Summary

This role is responsible for the communications function for the Greater Austin Chamber of Commerce. This includes managing the flow of communication between the organization, the public, chamber members and the media. The position will craft the message of the Chamber that will be shared across all its communications channels, including, but not limited to, social media, newsletters, blogs, talking points, scripts for events, advertising, and marketing material.

Roles and Responsibilities

- Support the volunteer Vice Chair of Communications in leading the Chamber’s relevant committees and implementing best practices for communications to the public, chamber members, and the media.
- Develop and execute a public relations strategy, deepening relationships with media to position the Chamber as a trusted source for news and information.
- Coordinate media opportunities for Chamber subject-matter experts/spokespeople, including drafting talking points and implementing media coaching as needed
- Prepare scripted remarks for Chamber events.
- Write content for blogs, newsletters, emails, press releases, and other communications.
- Manage the regularly scheduled communications to members of the Chamber.
- Work with the policy team to develop content and strategy as a part of the Chamber's overall public affairs strategy.
- Work with teams across the organization to advise on strategies to simplify and improve communication and information sharing throughout the organization.
- Proactively pitch stories to support Chamber messaging.
- Coordinate an array of membership, advocacy, communications, and event email campaigns.
- Manage and update the Austin Chamber website.
- Generate analytics reports and manage paid social campaigns as needed.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Bachelor’s degree in public relations, marketing, communications, or related field.
- 3-5 years of experience in communications, media relations, marketing, or other related field.
- Highly organized with the ability to multitask.
- Working knowledge of media outlets in the Austin metro area and experience placing earned media.
- Excellent verbal and written communication skills with the ability to craft compelling narratives.
- Demonstrated ability to create, edit, and optimize website content and managing and maintaining websites, showcasing a comprehensive understanding of web content management systems and platforms.
- Experience working with partner agencies and stakeholders to communicate organization priorities.
- Familiarity with industry trends and best practices in communication, ensuring the organization remains at the forefront of effective and innovative communication strategies.
- Strong analytical and project management skills.



- Able to multi-task and work a variety of types of projects with short deadlines.
- Able to time manage and prioritize multiple requests from Team members.
- Demonstrates a working knowledge of general office skills, internal procedures, and computer software skills (Microsoft Word, Outlook, Excel, Power Point) as well as association/ database management system experience.

PREFERRED SKILLS

This position requires an individual who possesses the following qualities and skills and has a desire to be part of an energetic, fast-paced team:

- Professional, “can-do” demeanor.
- Energetic, highly motivated, self-starter.
- Team player with positive attitude.
- Open to taking direction and learning new skills.
- Excellent organizational skills.
- Able to articulate and communicate effectively.
- Good interpersonal skills and works well with others.

ADDITIONAL NOTES

The Greater Austin Chamber of Commerce is an equal opportunity employer and does not tolerate harassment, discrimination, or retaliation. This position is based in Austin, TX. This individual will be permitted to work in a hybrid remote/in-office arrangement after an up to 60-day provisional period in-office 5 days/week. This individual will be expected to work in the office 3 days a week and as needed. Some events that fall outside of regular working hours may be required. This position pays \$70,000 - \$80,000 annual salary. This position is full-time and includes a competitive comprehensive healthcare plan and contributions toward a retirement fund. All candidates must pass a background check.

I understand that all pre-employment screening activities are conducted in compliance with federal and state employment laws. Background checks are completed during the post-offer stage of the employment process in compliance with the Fair Credit Reporting Act requirements.

I also fully understand the content of this job description, have had the opportunity to ask questions regarding this job description, and have had the job duties and responsibilities, qualifications, and physical demands and working conditions explained to me. I am capable of performing the essential functions of this job with or without reasonable accommodation. If I need accommodation, I will ask the hiring manager for it. I understand that this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.

Applicant Signature: _____ Date: _____

Last Updated By:	Emily Alley	Date:	1/8/24
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