

# National Association of Federal Retirees

## JOB DESCRIPTION

**POSITION:** Director, Communications

**DATE:** December 2011

### JOB SUMMARY

The Director, Communications is responsible for increasing FSNA's visibility and maintaining the organization's awareness among stakeholders through planning, developing, implementing and evaluating the overall communications strategy and program.

In addition, as a member of the management team, the Director, Communications, supports the Executive Director in the development and implementation of the overall operational plan in order to achieve the operational and strategic goals of the organization.

Key Activities
<p><b>Communications</b></p> <ul style="list-style-type: none"> <li>— Consulting with the Executive Director to set the Communications strategy and direction.</li> <li>— Working closely with the senior management team to develop specific communications strategies, as opportunities arise.</li> <li>— Identifying, defining, and enabling programs and resources that promote a greater understanding of the role and activities FSNA.</li> <li>— Developing, implementing, overseeing and evaluating an integrated communications plan.</li> <li>— Identifying the need for new/modified communications policies and processes.</li> <li>— Integrating and aligning communications strategies with business and change management initiatives.</li> <li>— Monitoring emerging issues that may have significant implications or negative publicity for FSNA and advises the Executive Director as appropriate.</li> <li>— Overseeing special community/public relation events or activities for the organization.</li> <li>— Overseeing the production of communications materials (bulletin, magazine, etc...)</li> <li>— Proactively utilizing various media channels to promote awareness and image of FSNA.</li> <li>— Establishing relationships with professional, external contractors and maintaining an effective relationship to ensure quality services are available when needed.</li> <li>— Developing and actively maintaining a current network and list of media contacts.</li> <li>— Implement a relevant media monitoring system.</li> </ul> <p><b>Management</b></p> <ul style="list-style-type: none"> <li>— Supporting the development and implementation of the overall operational plan in order to achieve the operational and strategic goals of the organization.</li> <li>— Managing the day-to-day operations of the Communications department.</li> <li>— Providing direction and guidance to staff within the Communications department.</li> <li>— Reporting on progress against personal and departmental objectives.</li> <li>— Liaising with other members of the senior management team to coordinate communications flowing from the activities of the other departments.</li> </ul>

## SKILL

<b>Knowledge</b>
<ul style="list-style-type: none"><li>— Minimum: Undergraduate degree in a relevant field (i.e., communications, journalism, public relations, etc.)</li><li>— A minimum of five to seven years of public relations/corporate communications experience.</li><li>— Demonstrated ability to integrate communications activities (planning, strategy, and implementation).</li><li>— Event management experience an asset.</li><li>— Excellent knowledge of communications theories, disciplines, techniques, best practices and planning methods.</li><li>— Computer skills (includes word processing, spreadsheet utilization, and presentation software).</li><li>— In depth knowledge of emerging media.</li><li>— Graphic/multimedia design experience an asset.</li></ul>
<b>Interpersonal Skills</b>
<ul style="list-style-type: none"><li>— Excellent communication skills both oral and written, with a strong ability to deliver information in a clear, concise, and informed manner.</li><li>— A largely external facing role where professionalism and diplomacy of communications are imperative.</li><li>— Excellent relationship management skills to coordinate communications initiatives and work with others across the organization.</li><li>— Strong collaboration skills to participate on projects or committees.</li><li>— Bilingualism a must.</li></ul>

## PHYSICAL EFFORT AND CONCENTRATION

<b>Physical Effort</b>
<ul style="list-style-type: none"><li>— Required to work at a desk for extended periods, conduct work over the telephone several times throughout the day, and occasionally pack and store boxes of files.</li></ul>
<b>Concentration</b>
<ul style="list-style-type: none"><li>— Visual concentration may include extended use of a computer screen to conduct work activities.</li><li>— Auditory concentration may be required when acute listening skills are needed (i.e., press conferences, media inquiries, etc.).</li><li>— May be required to work within tight timelines during certain periods.</li></ul>
<b>Complexity</b>
<ul style="list-style-type: none"><li>— Ability to independently manage and balance multiple work activities in order to meet established deadlines and priorities.</li><li>— Must be able to gauge situations and anticipate the audience's reactions before determining and developing an appropriate response.</li><li>— Must be able to align (and potentially realign) communications strategies in response to changing demands.</li><li>— Must be able to recommend innovative communications approaches while being mindful of the broader communications strategy and budget.</li></ul>

## RESPONSIBILITY

<b>Accountability and Decision-Making</b>
<ul style="list-style-type: none"><li>— Discretion to make decisions that impact the day-to-day activities of the Communications department.</li><li>— Works with the Executive Director and senior team to set the Communications strategy and direction.</li><li>— Responsible for developing, implementing, overseeing and evaluating communications plans and programs in support of the communications strategy.</li><li>— Able to work cross-departmentally.</li><li>— Responsible for identifying the need for new/modified communications policies and processes.</li></ul>
<b>Impact</b>
<ul style="list-style-type: none"><li>— The incumbent has direct accountability for decisions taken. Mistakes in judgement could result in damage to the reputation of the Association and waste of resources.</li><li>— As the position is highly external facing, the impact on the Association's reputation and degree of member-value is significant.</li></ul>
<b>Development and Leadership of Others</b>
<ul style="list-style-type: none"><li>— The incumbent has one direct report, the Member and Branch Communications Officer.</li><li>— This role entails ongoing supervisory duties and responsibility for performance management.</li></ul>

## WORKING CONDITIONS

<b>Environmental Working Conditions</b>
<ul style="list-style-type: none"><li>— Works within a typical office environment with limited exposure to undesirable working conditions.</li><li>— Out-of-town travel may be required in this position on an infrequent basis.</li><li>— Ability to work outside of typical work hours to meet the requirements of the position.</li></ul>