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Position Title: Deputy Director of Communications

Statement of Duties

The Deputy Director of Communications and Marketing will work closely with and report to the Director of Communications and Stakeholder Engagement to: developing and maintaining the organizational brand; manage the production of all external materials and publications; develop and pitch story ideas; and serve as organizational and project spokesperson to the media and the public.

Position Functions

The essential functions and duties listed below are intended only as illustration of the various types of work that may be performed. The omission of specific statements of duties does not preclude them from the position if work is similar, related, or a logical assignment to the position.

Essential Functions

- Ability to work in a deadline driven, fast paced environment;
- Create overarching organizational media strategy;
- Develop and pitch story ideas on a variety of topics;
- Overseeing content and calendar for email newsletters, Web sites, blog, Facebook, and Twitter accounts for both tourism and business attraction;
- Work with public information officers from other government agencies and quasi-public institutions to coordinate message calendars, media activity, social media amplification, and media requests
- Field incoming media inquiries and assemble relevant background materials;
- Produce daily and weekly reports on media activity and analytics to relevant stakeholders;
- Produce talking points and statements for dissemination to media and public;
- Write, distribute, and follow up on press releases and event calendar listings;
- Staff Commerce Corporation executives and handle media during events and public programs;
- Cultivate and build relationships with members of the media;
- Follow appropriate protocols and respond to public records requests from the media and public;
- Oversee ongoing market research and data analysis initiatives;