



Title: Communications Director
Date: Posted July 30, 2024, Open until filled
Reports to: Executive Director
Exempt Status: Exempt, salary (benefits eligible)
Pay Rate Range: \$70,000-\$85,000/year
Supervises: N/A

Essential Responsibilities:

The principal duties and responsibilities listed are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position. Duties and responsibilities are also subject to change by the employer as the needs of the employer and requirements of the job change.

Essential responsibilities for the Communications Director may include, but are not limited to, the following:

- Design and implement the Port’s communication strategies, platforms, and materials to promote the Port’s initiatives
- Create and manage communications materials, including press releases, publications, handouts, presentations, and funding applications that align with the Port’s brand and guidelines.
- Create content and maintain the Port’s website and social media accounts
- Track engagement across various platforms and make data-driven decisions
- Lead social media campaigns and public engagement projects
- Develop and recommend external communications programs, managing effective communication with the media and public
- Write press releases, handle media calls, distribute media calls to appropriate staff members
- Establish and maintain relationships with key stakeholders in the community, including industry representatives, environmental interests and community-based organizations.
- Help deliver strategic community outreach programs for port activities, issues, and stakeholders, including assisting in development of programs and actively participating in support of the Port’s key initiatives.
- Ensure compliance with public disclosure and record retention laws
- Manage special projects as assigned
- Actively support the Port’s mission and vision and demonstrate values consistently
- Work effectively as a team player with all Port employees.
- Other duties as assigned

Qualifications:

Education: Bachelor’s degree in public relations, marketing, communications, journalism, or public affairs is desired.

Experience: 2+ years of progressively responsible experience in serving communication or public relations needs in the private or public sector is desired. Experience in graphic design, and articulating

positioning/messaging with context of web content. Demonstrated experience implementing content management systems and dynamic databases.

Computer Skills: Skilled in print and online publishing applications, including Adobe Creative Cloud Suite and Microsoft Office Suite. Working knowledge of graphic design/publishing applications.

Social Media: Experience with optimization of social media.

Analytical skills: Able to gather relevant data from appropriate sources; identify all relevant factors or restrictions; apply logical reasoning to determine relationship of variables; develop results-oriented conclusions; test assumptions, observe results, and incorporate revisions or corrections.

Communication Skills: College level written and verbal communications skills. Must be able to communicate effectively up, down, and across the entire organization clearly and succinctly in a variety of styles to get messages across that have the desired effect. Must have the ability to develop and deliver formal presentations in a variety of settings. (i.e.: one-on-one, small or large groups). Excellent social skills for effective interaction with groups and individuals, including elected officials, officials of various government agencies and other opinion and decision makers. Skilled at developing key messaging and talking points. Demonstrated proofreading and editing skills – must be proficient in AP style.

Organization skills: Able to prioritize and organize numerous tasks and complete them under time constraints. Must have the capacity to balance both short- and long-term issues effectively and handle many simultaneous and often conflicting and changing priorities with limited resources and strong project management skills.

Problem solving skills: Logically think through and solve problems involving several variables. Remain objective in gathering information and investigating issues.

Required Attitudes:

Integrity: Firmly adheres to the mission and corporate values of the Port of Whitman County in handling the organization's proprietary and confidential information, and exhibits honesty, discretion, and sound judgment.

Flexibility: Is open to changing situations and opportunities and is able and willing to exhibit support despite personal reservations. Is available and willing to work required hours to ensure work is delivered on time.

Independence: Is able and willing to act and achieve desired results with minimal supervision.

Tolerance for Stress: Is able to rebound quickly from frustrations and unpleasantness; keeps composure and adjusts quickly to changing priorities.

Initiative: Show willingness and aptitude to use own discretion in finding solutions to problems or presenting options and ideas to enhance current processes or procedures; handles situations promptly.

Physical Requirements:

Physical ability to sit, stand, and bend for extended periods throughout the workday; talk, hear, walk, push/pull, stoop, kneel and reach on a regular to seldom basis. Repetitive hand motions on a frequent basis including fingering, grasping, and handling. Ability to read handwritten and typed documents on paper and/or on computer screens. Ability to lift or carry objects weighing up to 30 lbs. and drive on an as-needed basis. Work is performed in an office environment and at various outdoor locations where adverse weather conditions, uneven ground, exposure to moving machinery, and moderate to loud noise is common.

Special Working Conditions:

The physical and mental requirements described above are representative of the physical and mental capabilities that must be met by an employee to perform the essential functions of this job. In a normal workday, frequent and continuous refer to more than a 50% requirement; regular refers up to 50%, and seldom refers to approximately 10%. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The ability for limited travel on a local and national level is a requirement for this position.

Employee

Date

Supervisor

Date

HR Representative

Date