

**PUBLIC RELATIONS/COMMUNICATIONS DIRECTOR**  
**Official Job Standards**

**Reports to:** President & CEO

**Date:** Dec 2017

**RESPONSIBILITIES**

- To communicate our mission with our members and business leaders throughout the state of Georgia via the media, the web site and other GCC communications tools
- Work with Georgia Chamber staff, leadership and members to develop and implement strategies to effectively communicate the organization's position on a wide range of business-related issues
- Work with leadership to direct the online presence, strategic positioning, and website enhancements including content and appearance
- Work with leadership on media relations, publications, external & internal communications programs, and other special projects
- Proactively ensure GCC visibility through positive public relations and communications programs to give the GCC the greatest opportunity to represent its value to members
- Ensure the adherence, adoption, and promotion of the brand and branding standards for all internal and external communications
- Produce press releases, newsletter articles, talking points and other written materials
- Assist with the development and implementation of the Chamber branding and advertising campaigns
- Manage production of the Chamber e-newsletter and weekly legislative updates during legislative session
- Assist with the development and implementation of grassroots strategies, including the continued growth of the Chamber's grassroots network
- Manage the Chamber social media presence and content calendars
- Manage the Chamber website, ensuring that information is kept up to date
- Provide on-site assistance at various Chamber events
- Foster relationships and manage all media contacts to ensure maximization of media opportunities
- Serve as the Chamber representative with the media on certain topics, as needed
- Proactively pitch news stories related to organizational initiatives and advocacy efforts
- Possess some working knowledge of state and federal political environments
- Provide staff support to the President and CEO, as required
- Create and maintain historical records and resources

**MANAGING OTHERS**

- External Affairs Coordinator
- Government Affairs Account Executive

**PRIMARY CONTACTS**

- Media around the state
- GCC Staff
- GCC Members
- Vendors and outside consultants/contractors

## **PREREQUISITES**

- 4-year college degree in journalism, PR, communications, or related field
- 3-5 years' experience working in communications field
- Strong written and oral communication skills
- Incredible attention to detail
- Working knowledge of Adobe PageMaker, Adobe Illustrator and Adobe Photoshop
- Media relations experience
- Web site knowledge and experience
- Existing relationships with Georgia Capitol Press Corps a plus

## **COMPENSATION**

- Salary Range \$65,000-\$75,000 annual
- Performance-based structure for salary adjustments and annual bonus
- Work hours are 8:00 AM to 5:00 PM, one-hour lunch (flex hours available)
- Employer assisted health insurance coverage
- Employer paid dental, vision, life insurance, and STD/LTD insurance
- Employer paid on-going continuing education
- Employer paid 401(k) contributions
- Employer paid time off for vacation and sick leave
- Employer paid parking or MARTA pass

### **To Apply:**

send resumes to [jobs@gachamber.com](mailto:jobs@gachamber.com)

with **CD18** in the subject line

\*no phone calls please