Official Job Standards: Vice President, External Affairs
Georgia Chamber of Commerce, October 2019
Position Reports to: President/CEO

To apply, please send your resume to Tasha Allen at talen@gachamber.com with the subject line ‘Vice President, External Affairs.’

Job Description:
1. Develop and implement a strategic external and internal communications plan in support of the Georgia Chamber’s mission.
2. Proactively ensures Georgia Chamber visibility through positive public relations and promotional programs to give the Georgia Chamber the greatest opportunity to represent its value to its members.
3. Develop and implement a media plan in order to manage and control messaging and issues with media channels.
4. Develop the messaging and consistent delivery of policy positions to internal and external channels on behalf of the Georgia Chamber’s policy committees in concert with the committees’ volunteer leaders.
5. Manage responses relative to critical issues and emergency or time-sensitive events including the management and monitoring of daily news about the Georgia Chamber.
6. Direct the design, content, and production of collateral materials including graphic standards.
7. Manage the formal communications & communications channels with the staff, committees, volunteer leadership, legislators, and media.
8. Ensure the adherence, adoption, and promotion of the brand and branding standards for all internal and external communications.
9. Direct the online presence, strategic positioning, and website enhancements including content and appearance.
10. Create and directs internal communications and channels to support the Georgia Chamber’s mission including employee communications.
11. Create and maintain historical records and resources.
12. Serve as the media liaison and spokesperson for the Georgia Chamber.
13. Manage vendors engaged in department activities including advertising agencies, graphic designers, writers, printers, fulfillment companies, and Web developers.
14. Develop and implements the annual operational plan for the department including objectives and metrics.
15. Monitor and channel information regarding market trends, opportunities, and competitive activities as input to develop effective communications strategies and tactics.
16. Create & manage the administrative, procedural, and budgetary needs of the department.

What are the most frequent and most essential work activities in this job?
- Develop strategies and tactics for achieving objectives.
- Problem-solving.
- Work with Board members and membership committee chairs.
- Manage communication department staff.
- Work with senior staff on various projects and initiatives.

What are the primary people contacts in this job? (With whom? What purpose? How often?)
- External media.
- Members: Limited contact, usually concerning their own membership, but sometimes to answer general questions on a variety of topics.
- Board members: Frequent contacts, mostly dealing with membership-related issues.
- Membership Committee Chairs.
- Georgia Chamber Officers.
- Georgia Initiative investors.
- General public.
- Community leaders and local chamber executives.
What behavioral traits, attitudes and skills are required?
- Knowledge of and experience with the membership function of an association.
- Ability to and experience in organize, manage and execute campaigns.
- Ability to lead a team of internal and external resources.
- Ability to manage and control messages with media channels.
- Sound judgment.
- Sense of urgency on emerging issues and immediate needs and the ability to gauge impact and magnitude of emerging issues.
- Management and issues resolution skills.
- Vision.
- Long-term planning.
- Tolerance and patience.
- Budgeting.
- Aggressive approach.
- Ability to initiate.
- Sociable.
- Responsiveness.
- Follow-through.
- More independent than structured.

What are the toughest parts of this job on a day-to-day basis?
- Planning long and short-term strategies
- Managing people
- Setting and meeting goals

What are the compensations? (Income range, pay formula, advancement opportunities)
- Salary Range: TBD
- Annual performance-based bonus
- On-going continuing education and training.
- Employer paid 401(k) contributions.
- Employer paid major health, life, and long-term disability insurance.
- Employer paid parking.

What are the prerequisites for employment? (Education, prior experience, other)
- College Degree
- Minimum of 5 to 7 years of management experience preferably in the communications, public relations, or advertising function.
- A commitment to the goals, objectives and mission of the Georgia Chamber.
- Experience leading and managing employees.
- Outstanding written and verbal skills.
- Problem-solving skills.
- Critical thinking skills.

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