



**Official Job Standards: Vice President, External
Affairs Georgia Chamber of Commerce, October 2021
Position Reports to: Chief Experience Officer**

Job Description:

- Manage and serve the External Affairs team as mentor, collaborator, facilitator, prioritizer, and problem solver.
- Guide and implement a communications plan to support the Georgia Chamber's strategic direction as established by organizational leadership.
- Proactively ensure 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.
- Serve as the media liaison for the Georgia Chamber.
- Serve as publicist and speaking engagement coordinator for Georgia Chamber President & CEO.
- Develop and implement a media plan in order to manage and control messaging and issues with media channels.
- 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 Georgia Chamber's Chief Public Affairs Officer.
- Manage organizational communications tracking and metrics.
- Manage organizational responses relative to critical issues and emergency or time-sensitive events including the management and monitoring of daily news about the Georgia Chamber.
- Direct the design, content, and production of collateral materials including graphic standards.
- Manage the formal communications & communications channels with the staff, committees, volunteer leadership, legislators, and media.
- Ensure the adherence, adoption, and promotion of the brand and branding standards for all internal and external communications.
- Direct the online presence, strategic positioning, and website enhancements including content and appearance.
- Manage vendors engaged in department activities including advertising agencies, graphic designers, writers, printers, fulfillment companies, and Web developers.
- Implement the annual operational plan for the department including objectives and metrics.
- Collaborate with Georgia Chamber policy staff to collect data that supports external communications.
- Create & manage the administrative, procedural, and budgetary needs of the department.

What are the most frequent and most essential work activities in this job?

- Writing and media relations
- Leading External Affairs staff
- Working with Board members and membership committee chairs
- Problem-solving
- Working 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.
- Georgia Chamber Officers
- Georgia Chamber staff

What behavioral traits, attitudes and skills are required?

- Knowledge of and experience with the membership function of an association
- Attention to detail
- 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
- Tolerance and patience
- Budgeting
- Ability to initiate
- Sociable
- Responsiveness
- Follow-through

What are the toughest parts of this job on a day-to-day basis?

- Managing people
- Setting and meeting goals
- Rapid pace of operations

What are the compensations? (Income range, pay formula, advancement opportunities)

- Salary Range: Dependent upon experience
- On-going continuing education and training
- Employer paid 401(k) contributions
- Employer paid major health, life, and long-term disability insurance
- Employer paid parking or transit pass
- Remote work schedule available after 90-days of employment

What are the prerequisites for employment? (Education, prior experience, other)

- Bachelor's Degree
- Minimum of 5 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.

To apply, please submit resume and cover letter to jobs@gachamber.com.