

## GREATER WASHINGTON BOARD OF TRADE

### Position Description

#### **COMMUNICATIONS MANAGER, STRATEGY**

**ABOUT THE ORGANIZATION:** The Greater Washington Board of Trade is the premier regional business organization representing all industry sectors. Pro-business and non-partisan, the Board of Trade is shaping and advancing our regional economy over the long term, with a focus on improving connectivity and making better use of existing resources. The Board of Trade addresses business concerns that stretch across the District of Columbia, suburban Maryland and Northern Virginia, with a priority focus on building a skilled workforce, enhancing innovation, attracting investment and fostering regional collaboration. This work is backed by a diverse membership, sound research and more than 125 years of experience

**REPORTS TO:** Director, Strategic Programs

**NATURE OF POSITION:** Full-time. Exempt from overtime pay.

**SUMMARY:** The Communications Manager will assist in the development of the Greater Washington Board of Trade's communication strategy that will promote, enhance, and protect the organization's brand reputation. This role will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. The goal is to advance our position and showcase member organizations with relevant content, while creating broader awareness and support for the organization. The Communications Manager will be responsible for most communication products and services including newsletters and other print publications, website content, online communications, media, and public relations.

**STRATEGY AND VISION:** This person will work with the team to develop and implement an integrated strategic communications plan to advance the Board of Trade's brand identity, broaden awareness of its programs and priorities and increase the visibility of its programs across key stakeholder audiences. In this role, they will identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.

## **ESSENTIAL DUTIES & RESPONSIBILITIES**

- Work with strategy and communications team to help drive the communications strategy of organization.
- Content development of all print communications including newsletter, white papers, website content and other thought leadership pieces.
- Articulate and showcase GWBOT work, thought leadership and mission along with member organizations and community partners.
- Serve as spokesperson and lead point person on media interactions that help promote and/or impact the Board of Trade.
- Exercise judgement to prioritize media opportunities and prepare talking points, speeches, presentations, and other supporting materials as needed.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding Board of Trade programs, special events, public announcements, and other projects.
- Manage day-to-day activities of the communications function including budgeting and planning.

## **QUALIFICATIONS**

- Minimum 2 years' experience in a management role, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories.
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high impact placements.
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media.
- Demonstrated experience and leadership in managing comprehensive strategic communications, media relations, and marketing programs to advance an organization's mission and goals.

- Creative, thoughtful, and cutting edge on how new media technologies can be utilized.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- Stature, gravitas, and confidence to gain the credibility and respect of high-performing Board of Directors.
- Self-reliant, good problem solver, and results oriented.
- Ability to make decisions in a changing environment and anticipate future needs and the needs of our members.
- Excellent and persuasive communicator
- Energetic, flexible, collaborative and proactive; a team leader who can positively and productively impact both strategic and tactical finance, and administration initiatives.
- Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management, Board of Directors and staff
- Ability to operate as an effective strategic thinker and good understanding of working with a membership organization.
- Passion for the Board of Trade's mission

Please send resumes to Ashley Desing at [ashleydesing@bot.org](mailto:ashleydesing@bot.org).