



# Job Description

<b>Job Title:</b>	Director, Communications	<b>FLSA Status:</b>	Exempt
<b>Department:</b>	External Affairs & Strategic Initiatives	<b>Reports to:</b>	VP, External Affairs & Strategic Initiatives
<b>Effective:</b>	November 15, 2023		

## PURPOSE

The Director of Communications is responsible for development and execution of CareerSource Florida's Integrated Communications Plan and alignment of messaging across the organization. This position initiates, plans, and leads CareerSource Florida's overall communication direction and outreach strategy including, but not limited to, internal and external communications materials, talking points and remarks for the CEO and executive leadership, annual and special reports, advertising campaigns, marketing collateral, newsletters, executive presentations, and opinion editorials to positively build the CareerSource Florida brand and inform board members, government, strategic partners, and other stakeholders of CareerSource Florida's mission and priorities.

The position is responsible for establishing, fostering, and supporting relations with stakeholders across the state. Key in promoting the mission and goals of CareerSource Florida, the Director of Communications provides feedback to leadership on the organization's advocacy efforts in support of policies, programs, and strategic initiatives.

## DUTIES AND RESPONSIBILITIES

- Supervises the communications staff, provides regular performance evaluations, delegates assignments, and manages scheduling.
- Develops and manages the budget and contract for vendor-provided statewide communications support and marketing/advertising outreach services.
- Ensures that communications activities support internal and external stakeholders including, but not limited to, CareerSource Florida leadership, the Board of Directors and the Executive Office of the Governor.
- Develops and oversees the execution of communications and marketing strategies.
- Develops and oversees the development of internal and external corporate communications.
- Plans, manages, and distributes news releases, media support materials, and opinion editorials upon approval. Coordinates interactions with media channels, including the setup of interviews and media events for the CareerSource Florida board and staff.
- Receives requests for communications support, analyzes stakeholder requirements to determine

intended objectives, and works with communications staff to develop an approach to the assignment.

- Works with communications staff and/or vendors to increase efficiency and reduce review and approval cycles.
- Collaborates with multiple stakeholders and subject matter experts to gather or revise material content.
- Plans and initiates outreach campaigns and projects. Uses approved project management software and process for the prioritization, review, and oversight of projects.

#### **QUALIFICATIONS AND WORK EXPERIENCE**

- A minimum of five (5) years of professional corporate communications, marketing, and/or public relations experience.
- Proven experience coordinating or managing complex programs in a corporate or public sector environment.
- Demonstrated experience developing professional or corporate communications, marketing, or public relations materials.
- Demonstrated creativity and innovation in the development of communications materials with a strong focus on customer service.
- Expert written and oral communication skills.
- Proficient organizational skills with the ability to quickly adapt to changing priorities.
- Knowledge of the structure of Florida Government and Florida Government in the Sunshine.
- Proficiency with Microsoft Office products, including Word, Excel, PowerPoint, Outlook, and Project/Portfolio Management.
- Ability to travel as required.

#### **EDUCATION OR CERTIFICATIONS**

Bachelor's Degree in Communications, Marketing, Public Relations, or related field.

#### **PHYSICAL REQUIREMENTS**

- Prolonged periods of sitting at a desk and working on a computer.
- Periodic standing and bending.
- Must be able to lift up to 10 pounds at times.

#### **SALARY RANGE**

**CareerSource Florida is subject to the Public Records Law, Chapter 119 of the Florida Statutes and the Sunshine Law, Chapter 286 of the Florida Statutes. Applicant submissions could potentially be subjected to public disclosure.**

**CareerSource Florida is an Equal Opportunity Employer and an E-Verify Employer.**

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