



Charlottesville Albemarle SPCA
Job Description

Position: Communications Director
Job Status: Exempt
Reports to: Chief Executive Officer
Revision Date: 11.11.21

Position Summary

The Communications Director will set and actively manage the strategy and deliverables for all communications, website, and public relations messages and collateral to consistently articulate the Charlottesville-Albemarle SPCA's mission to a diverse set of stakeholders.

Primary Duties and Responsibilities:

- Develop, manage and evaluate the annual communication plan and corresponding budgets – to include media, web, print and key partner relations.
- Actively lead, manage and evaluate all public relations efforts, including developing earned and paid media strategies and budgets, pitching media and conducting interviews as appropriate.
- Lead generation of online and media content that engages audiences and leads to measurable action.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures and web.
- Oversee communications project planning and management, including providing strategic direction and tactical support to all programs/departments.
- Keep branding and messaging relevant, working collaboratively with the Chief Executive Officer as appropriate.
- Organize and manage situation/crises communications as needed.
- Proactively seek partnerships and opportunities to increase awareness in diverse communities.
- Support corporate sponsorship outreach for annual partnerships as well as event partnerships.
- Manage and evaluate the SPCA's merchandising program, including responsibility for revenue and expense targets.
- Other projects as assigned

Skills/Qualifications:

- Team player with a positive can-do attitude, ability to work independently to produce high quality work products, and manage multiple clients and projects.
- 5-7 years of relevant communications experience; traditional media experience is highly preferred.
- Proven experience with communications research and strategy; media relations; developing content for various audiences; digital engagement best practices.
- Bachelor's degree in marketing, communications, journalism or related field, or applicable work experience.
- Belief in the mission and values of the Charlottesville-Albemarle SPCA.
- Strong knowledge of press and media relations practices.
- Excellent written and oral communication skills.
- Knowledge of and facility with social media platforms.
- Ability and desire to stay plugged into what's happening in the mass media and popular culture.
- Ability to work collaboratively with co-workers and volunteers.
- Professional, well organized and strong attention to detail.
- Committed to excellence, and eager to constantly learn and grow.

- Highly motivated, and results oriented, able to complete tasks efficiently in a fast-paced environment.
- Flexible and able to work cooperatively under pressure.