

NATIONAL ASPHALT PAVEMENT ASSOCIATION
Director of Communications
November 2020

Applications considered on a rolling basis, but applicants should submit resume and cover letter to hr@asphaltpavement.org by Monday November 23, 2020.

REPORTS TO: President and CEO

DEPT: Communications

EXEMPT CATEGORY: Exempt

FLEX SCHEDULE: Eligible with Approval of Supervisor after 90 days

SUMMARY OF DUTIES

The Director of Communications is responsible for providing vision, leadership, and implementation of strategic communications, media relations, brand management, and social media. The Director of Communications will plan, execute, and monitor NAPA's communication plans in alignment with its strategic goals including printed and digital materials, annual reports, and press releases. The Director will create and execute strategies that promote NAPA's programs and services while at the same time providing thought leadership and guidance on all communication-related issues to the NAPA staff. This position reports to the President and CEO (but works very closely with the Vice President of Marketing) and is a member of the Leadership Team. This position leads a staff of at least one.

PRIMARY RESPONSIBILITIES

- Promotes NAPA to members and other external stakeholders through **powerful, clear and consistent communications** to support strategic goals, including member recruitment and retention, advocacy for the industry, fundraising efforts, and events and education.
- Leads the development of **integrated communication strategies**; developing and managing partnerships; implementing new initiatives based on the association's strategic plan; fostering/facilitating collaboration on marketing and communications across NAPA;
- Manages **strategic association marketing and branding activities** and providing guidance and oversight to Association staff on key messages and distribution channels (e.g. social media, online and print), including consistent application of brand standards. In consultation with other NAPA Staff, lead the creation, development and coordination of association marketing and promote the use of effective practices and regular metrics analysis.

- Supports the creation, development, and implementation of effective **earned media** and digital strategies and campaigns that contribute to achieving NAPA's goals. As needed, directly engage members of the media to build and maintain relationships, share information about NAPA's initiatives, and secure coverage. Additionally, help prepare for and manage **crisis communications**, as required.
- Works with staff to understand and address their communications needs and serve as a resource with respect to writing, style, voice and content structure.
- Works with program and communications staff to help develop **strategic communications plans**, including developing specific goals and metrics, messages, and tactics. Regularly assess outcomes and share best practices.
- **Assures the continued success of the newly-launched and fully redesigned NAPA website(s)**, overseeing content management, accessibility, incorporation of third-party applications and improving site navigation and functionality. Boost web traffic and use of products and services through search engine optimization.
- Develop effective communication tools and content (**including presentations and speeches**) to be delivered by senior management and volunteer leadership
- Supervise, motivate, and mentor one full-time employee
- Manage relationships with related **outside vendors** (including the fulfillment house, magazine vendor, and others) and serves as the staff liaison to the Communications Committee

May be asked to perform other duties as required that are not outlined in this job description.

QUALIFICATIONS

- Bachelor's degree in Communications, Digital Communications, Marketing, Journalism, or related field, or equivalent experience; master's degree preferred
- 6- 10 years of relevant experience in communications with demonstrated success, including supervisory experience, along with a thorough understanding of communications activities as conducted by a trade or membership association
- Prior supervisory experience
- Knowledge of the road construction industry highly desirable

SKILLS

- Demonstrated abilities in developing strategic communication plans
- Comprehensive knowledge of the principles, practices and procedures of media, public, and community relations.
- Strong presence and credibility and demonstrated abilities in crisis communication.
- Experience with social media platforms in a professional setting (Facebook, Twitter, LinkedIn, Instagram, YouTube) and web measurement and social management tools (Google Analytics)

- Superior communication (written and oral) skills, including the ability to effectively communicate with internal and external contacts

CORE COMPETENCIES

- Ability to translate strategy into strong and compelling messages for a range of audiences.
- Strong organization, time and project management skills. Experience managing competing priorities and projects within deadlines and on budget
- Excellent interpersonal skills; demonstrated ability to cultivate key relationships and work collaboratively across departments, companies, and with partners
- Ability to articulate a vision and inspire others to support and advance the vision and strategic goals
- Ability to work well under pressure, to meet deadlines while making sound decisions, and to accommodate shifting priorities
- Ability to travel domestically up to 20% of the time

The National Asphalt Pavement Association is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected Veteran status, age, or any other characteristic protected by applicable law.

Remote work is temporarily permitted due to the pandemic but as soon as circumstances allow, this position will be based out of NAPA's Greenbelt, MD office.