

Director of External Communications
<http://www.denverchamber.org/jobs>
Denver Metro Chamber of Commerce
Denver, CO

Reports to VP of Communications and Marketing

FLSA Status Exempt

Salary Range \$90,000-\$105,000

Expected Hours Full-Time (40 hours/week)

Job purpose: The Director of External Communications leads the initiatives and executes in developing external communications and strategies to increase awareness of the Chamber and its work in the business, policy, and economic development work of the Metro Denver region and its communities; build and execute a strong content strategy for the overall brand for the organization; communicate with and provide resources and research for existing investors; help drive revenue through content management and membership impact through the communications position; and communicate key priorities for the organization with external stakeholders, staff and investors. This position will help develop and shape the communications as related to business and policy impact to our members. The Director will also maintain responsibility to assist in Chamber owned media, earned media, website, social media, all communications materials related to the Chamber and policy related initiatives in partnership with Chamber and EDC team members. Will need to provide executive communications needs as requested related to policy debates, economic trends, election previews, and other issues as identified by the Chamber leadership and Board.

Duties and responsibilities:

- Lead the development of a strategic communications to plan annually in collaboration with the VP of Communications and Marketing, the senior team of the Chamber, and marketing and events teams.
- Attend legislative and local-government hearings, meetings, study committees, and other events that can offer information to the director of the state, city, and county government.
- Attend conferences, workshops, and other non-government events that offer insight into rising policies, forthcoming business issues, and trends in areas like labor and employment.
- Analyze statistical reports and participate in events unveiling such reports on business topics.
- Attend networking events where speaking opportunities with business leaders, workforce-development professionals, elected officials, and others who can offer insight into business-affecting trends and policies.

- Oversee and manage the development of communications including newsletters, event collateral, web copy, membership materials and social content.
- Oversee media relations strategy. Function as media contact, working with relevant members of the senior team to prep messages and staff interviews. Respond to media queries by gathering information, setting up interviews with appropriate Chamber representatives, writing speaking points and developing press advisories, releases and proactive pitches as needed.
- Create and present on issues impacting our members and communities related to economic development, policy, legislation, etc. In doing so, the Chamber will be recognized as a leading organization impacting the local and State government policies representing Colorado.
- Develop a strategic plan to increase social media engagement on multiple platforms including Facebook and LinkedIn.
- Copy editing of press releases, media advisories other related materials produced by VP of Communications and Marketing team.
- Speechwriting and media support for CEO, EVPs of the Chamber.
- Provide a lead and/or partnership role in a range of special communications initiatives, including producing video and other multimedia, publishing annual reports, writing speeches, and conducting market/policy/business research.
- Specifically, during Colorado's Legislative Session, must be available as needed by Government Affairs team and produce emails, newsletter, and social media to immediately educate the membership base with timely, updated information with excellence.
- Create newsletters that would go out on a regular, to-be-determined basis to chamber members those aforementioned policies, trends, and economic indicator-as well as on larger business coalition efforts to affect policies and sector economic factors.
- Work with Chamber, EDC (inclusive of Government Affairs team) to ensure alignment with Chamber communications strategy and help meet their individual marketing and communications needs.
- Work with IT staff and consultants and third-party vendors, when appropriate, to efficiently use technology to innovate and customize Chamber communications.
- Participate in professional development programs sponsored by the Chamber and other organizations to enhance public relations knowledge, skills and professionalism.
- Other duties as assigned.

EXPERIENCE: Seven to 10 years of experience in communications, policy/advocacy work or journalism. Similar work in a corporate communications department, membership organization, or media outlet is acceptable. Business and government policy and advocacy context preferred.

PREFERRED QUALIFICATIONS: Experience copy editing, managing publication production, content generation with social media platforms and analytics tools, Adobe Creative Suite, website management, email marketing, and media relations. Experience with multimedia presentations, especially PowerPoint, Prezi, and videography.

SKILLS: Strong independent work skills with a proven track record of taking initiative and developing relationships with key decision-makers within an organization. Good communication skills are necessary to establish and maintain relationships, strong attention to detail, creativity, and motivation to meet and exceed established goals. A proven track record of successfully maintaining and developing business and community relationships. Strong verbal and written communication skills. Must have excellent writing, editing and proofreading skills. Must have strategic communications skills including messaging and media relations. Must enjoy and have strong creative skills. Understanding of website development, art direction, electronic communication methods, graphic design, printing, social media and branding and photography required. Must be extremely detail-oriented and have the ability to manage multiple projects, priorities and tight deadlines. Must be able to interact with and interview high-level business and community leaders.

Working conditions: Equipment to be used includes PC, calculators, digital camera, video equipment, AV equipment, survey tools, scanner, telephone system, presentation software, adobe design suite. Asked to work extended hours or to attend meetings off-site as needed.

Physical requirements: Must be able to lift 25 pounds.

Direct reports: N/A

Qualified applicants please apply here Director of External Communications no later than the close of business February 3, 2023. Please let us know how you heard about the position.

Incomplete and late applications will not be considered.

*Please note this description is not inclusive of all of what the role may entail.

Denver Metro Chamber Benefits Summary: DMCC has created a workplace culture that allows our team to focus on doing excellent work, knowing that they have good care. Get a sneak peek below into our caring benefits and perks offered at the Chamber:

We partner with the following carriers:

- Kaiser Permanente Gold HMO or HD Medical Plans
- Rx Coverage
- Delta Dental PPO
- VSP vision care
- Rocky Mountain Reserve / spending accounts

Because of our commitment to fair, and equitable pay, we are guided by pay transparency. Meaning, we set salary ranges based on competitive market data. Our intent is to be up front with all candidates about the salary range for their role so candidates can be confident that they are receiving competitive wages.

The Chamber and its affiliates are dedicated to the principles of equal employment opportunity. We prohibit unlawful discrimination against applicants or employees. Employment decisions are made on a non-discriminatory basis, and without regard to race, color, religion, age, sex, sexual orientation, gender identity or expression, pregnancy, status as a parent, national origin, disability status, genetics, protected veteran status, political affiliation, military service, other non-merit-based factors, or any other characteristic protected by federal, state or local laws.