

Western Governors' Association

Job Description

Director of Media Relations and Messaging

Organization

The Western Governors' Association is an independent, nonprofit organization representing the Governors of 19 states and three US-Flag Pacific islands. Through their association, the Governors identify and address key policy and governance issues involving, among other things, natural resources, the environment, human services, economic development, intergovernmental relations and international relations.

For more information, please visit www.westgov.org .

Position

Reporting to the Executive Director, the Director of Media Relations and Messaging will develop and implement strategies for all internal and external communications, including:

- outreach to the Governors' offices, media, WGA sponsors, legislative communities and targeted audiences with interests in specific WGA programs;
- website content and management; and
- public relations efforts to articulate and promote WGA's mission and policy priorities.

The Director of Media Relations and Messaging will work closely with other senior executives within the organization on a variety of strategic initiatives.

Responsibilities

- Develop, implement and evaluate on a regular basis the WGA communications plan in collaboration with the executive director and senior executives;
- Generate online content that engages WGA's diverse audiences and effectively promotes gubernatorial priorities;
- Develop communication vehicles that will create momentum for, and awareness of, WGA programs;
- Manage the development, distribution and maintenance of all print and electronic publications, including but not limited to: newsletters, program and annual reports, brochures, social media, video and audio;
- Edit and/or develop content regarding WGA's priorities, including but not limited to: press releases, letters, policy briefs, and informational documents;
- Build and maintain WGA's brand identity, including mechanisms such as PowerPoint and memoranda templates;

- Develop and implement a web strategy with particular attention to new and social media;
- Mentor and lead a team member with responsibility for WGA's website management. Coordinate webpage maintenance, ensuring that new and consistent information (article links, stories, and events) are posted regularly; and
- Track and measure the level of network engagement over time.

Qualifications

WGA is seeking an accomplished Director of Media Relations and Messaging who has at least five years of communications experience covering such areas as strategic message development and implementation, website management and content, new media, report layout and graphics, newsletters and video. The ability to transform the Governors' issues and proposed policies into exciting and useful messages, and disseminate them to targeted audiences through a variety of channels, is critical. The successful applicant will have:

- Experience developing and implementing communications strategies;
- Excellent writing, editing and verbal communication skills;
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently;
- Expertise in web and print media;
- Vision for a multifaceted communications strategy with particular attention to the web and social media;
- A highly collaborative style;
- Demonstrable relationship-building and maintenance skills;
- High energy, maturity, and leadership skills;
- An entrepreneurial, self-starter style; an ability to work independently; and a passion for creating and implementing new initiatives.

Salary: Competitive, depends on experience.

To apply: Send a letter of interest and resume to:

Toni McCammon
Executive Assistant
Western Governors' Association
1600 Broadway, Suite 1700
Denver, CO 80202
tmccammon@westgov.org
fax 303 534-7309

Please feel free to call Toni at 303 623-9378 to confirm that your email, fax or letter has been received.

All applications must be received by February 8, 2013 at 5:00 p.m. Mountain Time.