

Communication Director

The Black AIDS Institute, the only national HIV/AIDS think tank in the U.S. focused exclusively on Black communities, seeks an experienced media professional to oversee external and internal communications, including website development and management, public relations/affairs, development of social networking platforms (e.g. YouTube, MySpace, Facebook, Twitter), and the development of Institute publications and collateral.

This position is expected to lead in the conceptualization, development and implementation of communications activities in support of the Institute's strategic objectives; develop and implement communication strategies within an assigned budget; raise HIV/AIDS awareness in Black communities, raise awareness about the Black AIDS epidemic in the U.S.; strengthen the visibility of the Black AIDS Institute in various Black communities; assist in the development of innovative communication tactics; collect and analyze information of newsworthy interest; evaluate leads and news tips; pitch topics to media; gather and verify information through interviews, observation and research; and write stories according to assigned length and prescribed editorial style and format standards.

Ideal candidate should have experience in journalism, public relations (producing press conferences and telebriefings, writing press releases and media alerts, etc.), and new media.

Job Description

TITLE: COMMUNICATIONS DIRECTOR

SALARY: Salary commensurate with experience and education.

JOB SUMMARY:

The communication director oversees all communication—internal and external—platforms for the Black AIDS Institute including website and new media, publications and managing the Drumbeat project.

Leads in the conceptualization, development and implementation of strategic communications activities in support of the Institute's goals and objectives. Develops and implements communication strategies within an assigned budget to raise awareness about AIDS in Black communities and strengthen the visibility of the Black AIDS Institute in various communities. Assist in the design of creative and innovative media tactics, including advertising.

Collects and analyzes information about AIDS in Black communities of newsworthy interest. Evaluates leads and news tips to develop story ideas. Pitches ideas to editors. Gathers and verifies information through interviews, observation and research. Organizes material and writes stories according to assigned length and prescribed editorial style and format standards.

Writes and edits documents and/or publications for the Institute. Identifies and determines topics or subject for various projects. Coordinates production of assigned projects.

Publicizes and promotes the Institute and all of its initiatives to national, regional and local print and electronic media with particular focus to Black Media institutions.

Reports, writes and edits news articles and/or feature stories for various publications. Provides editorial assistance, as assigned. Writes pitch letters as required.

Develops and manages relationships, and oversees training and capacity building initiatives with Black journalists.

Develops and maintains national, regional, and local media data base.

DESCRIPTION OF DUTIES:

- Oversees the production of all Institute publications. Works with consultants and staff to develop and update content for website. Oversees development and management of other new media including MySpace, YouTube, Facebook and Twitter. Creates, disseminates, exchanges, and manages information among all Institute staff, volunteers, clients, the media, and the general public. Maintains clipping file. Administers AAHU's public relations calendar.
- Works with Chief Design Officer to develop, maintain and protect the integrity of the Institute brand.
- Uses computerized graphics, word processing and desktop publishing software to design, create, write and distribute media materials to promote The Institute's objectives, including news releases and advisories; PSA's, brochures, media kits, and flyers; letters to the editor and op-eds; radio, TV, and newspaper advertisements; and newsletter articles.
- Schedules and coordinates all aspects of publication production in order to meet all applicable deadlines. Manages specific public communications programs and/or projects.
- Create, disseminate, exchange, and manage information among The Institute staff, volunteers, the media, and the general public. Respond to calls from media, often in crisis situations, and usually facing tight external deadlines. Approach media with information on The Institute's programs and activities.
- Create and distribute media materials to promote The Institute's objective, including news releases and advisories; brochures, media kits, and flyers; letters to the editor and op-eds; radio, TV, and newspaper advertisements; newsletter articles; and talking points or briefing materials for Program Manager and volunteers. Plan and coordinate special events, including media events, news conferences, editorial boards with major newspapers, public forums, and community activities.
- Initiate and develop ongoing relationships with all media. Oversees press conferences and press briefings. Write and edit press materials, such as press releases, letter-to-the-editor, op-ed, and fact sheets that effectively advance The Institute's programs and services.
- Work with program staff to develop accurate, concise statements that can be used in a variety of external media and forums. Translates The Institute's goals, objectives, programs, and services into effective and user-friendly themes and talking points for use to the media and community.
- Keep abreast of local and national news, as well as providing comprehensive, broad-based knowledge of public relations, social, and legislative issues affecting Black impacted by AIDS. Provides hands-on knowledge and familiarity with local and national media markets and outlets.
- Counsel CEO, Development team and other staff on the appropriate media messages and venues most likely to ensure successful programs and campaigns. Coaches, counsels, and evaluates staff or volunteers for ability to be effective spokespersons. Supports CEO with writing speeches and other public statements.

AGENCY WIDE DUTIES AND RESPONSIBILITIES:

1. Serves on the Executive staff
2. Supports the mission, vision, and values of the Black Aids Institute. Complies willingly with all organizational policies and procedures.
3. Supports all functions that attain and maintain accreditation and compliance with regulatory agencies.
4. Supports and facilitates positive interaction with others by exhibiting Individual maturity Respect for others
5. Supports A team-centered approach Maintenance of confidential information
6. Communicates appropriate information to other departments in a timely and effective manner.
7. Participates in appropriate professional development programs to attain and maintain competency.

REPORTS:

The communications director is a member of the executive management team and reports directly to the CEO.

QUALIFICATIONS:

- Bachelor's degree in Public Relations, Communications, Journalism, or a related discipline, and five years of high level directly related experience; or an equivalent combination of related training and relevant experience
- Strong proficiency in use of computerized graphics, word processing and desktop publishing software, Internet use and database management
- Experience in website development and management
- Proven existing relationships with working press
- Experience with Constant Contact
- Proven writing abilities