



Strong Community. Strong Economy. Vibrant City.

## Director of Communications

### POSITION SUMMARY:

- Ensures Lancaster City Alliance's communication needs - from internal to external publications, from executive speeches to video presentations, from fundraising materials to public communication efforts - are met and quality standards are maintained or improved. Constantly reviews the processes by which these needs are met and recommends improvements focusing on efficiency and efficacy. Prepares and directs internal and external communication plans, and short- and long-range organizational and department strategies to respond to community, ensure a fiscally strong organization and continue the economic growth of Lancaster City.
- Works directly with the Development Team to ensure quality and comprehensive materials to drive successful fundraising efforts of the organization.
- Works directly with the Vice President and Community & Economic Development Manager to plan and manage a communications plan for residents and stakeholders in areas of focus for the organization.
- Serves as Lancaster City Alliance's Public Information Officer and coordinates appearances by LCA leaders, or serves as spokesperson, where appropriate. Prepares and leads strategic communications plans addressing sensitive internal or external issues. Maintains contacts with the print and electronic media so that LCA is viewed as the premier source of information on behalf of community and economic development for the City of Lancaster.
- Provides leadership and direction in developing marketing strategies in the business planning process for assigned key services. Supporting responsibilities include:
  - Developing, executing and monitoring the progress of annual marketing plan to support the organization.
  - Supporting development efforts of the organization.
  - Supporting the economic growth and market development for the City.
  - Monitoring the implementation of customer-service strategies supporting the successful launch of new and existing programs and services.
  - Developing, implementing and evaluating promotions including: advertising, media and public relations, publications and special events. Ensuring integration of those activities in the execution of marketing strategies and tactics.

### ESSENTIAL FUNCTIONS: Qualified individuals must have the ability to perform the following duties:

- Develops and executes public relations strategies that support the strategic and business goals of Lancaster City Alliance (LCA) and Lancaster Downtown Investment District (DID).
- Serves as a contact point with the media and responds to requests for information on behalf of LCA/DID. Serves as media spokesperson and coordinates interviews between members of the media and LCA Team Members. Develops and cultivates existing and new relationships with members of the media.
- Collaborates with President to develop strategies and responses to corporate communications needs. Manages Marketing Executive Leadership Team, Social Media Coordinator and LCA Marketing Agency of record.

- Directs production management of newsletters and other forms of printed and electronic communication to enhance the awareness, image and active support of LCA/DID. Including communications promoting LCA/DID to external audiences via social media channels, website, email campaigns, a quarterly newsletter, Program eBlasts and LCA's annual report.
- Produces all written correspondence for annual fundraising campaign including solicitation materials and follow-up correspondence.
- Establishes annual goal to increase publicity return on investment, measured by media tracking valuation system. Prepares regular media relations reports for LCA Board of Directors, DID Board of Directors and LCA funders reflecting accomplishments relative to goals.
- Produces media releases promoting LCA/DID programs, events, services and milestones. Alerts leadership about potential media inquiries. Manages freelance writers and consultants in the development and pitching of news stories. Conducts interviews for newsletter and social media stories when necessary; writes articles and news releases and/or coordinates writing assignments and proof reads and edits written materials.
- Maintains a "Press Room" on the LCA website.
- Manages the LCA Marketing/media relations budget.
- Monitors community and government attitudes, opinions and actions; works with city and county officials to proactively respond to opportunities and threats that could affect LCA's ability to carry out its mission.
- Develops and monitors perceptions of the LCA and Lancaster City by using tactics including but not limited to general opinion surveys, interviews with community leaders, spot polling and focus groups. Advises Executive Leadership on issues, tactics, events, etc., which may strengthen or threaten the reputation of the LCA.
- Manage LCA/DID/City economic development marketing materials - including preparation for conferences, trade shows & printed materials. Represent LCA/City of Lancaster at economic development conferences & trade shows as needed.

## **EDUCATION/KNOWLEDGE REQUIREMENTS**

### **SPECIFIC EDUCATION, CERTIFICATION, AND LICENSURE:**

- Bachelor's degree in Public Relations or a related communications field required.
- Master's degree preferred.

### **ESSENTIAL JOB-RELATED EXPERIENCE:**

- Five (5) years in a public relations or communications-related senior position.
- Five (5) years experience in press relations and publication planning.
- Excellent writing skills.
- Experience in Development and Fundraising.
- Proven ability to educate and influence others.
- Excellent communication and organizational skills.
- Excellent knowledge of public relations.
- Word processing ability, intermediate desktop publishing ability.
- Ability to analyze and respond to stated needs with appropriate strategies and materials.
- Ability to meet deadlines.

**Please direct all inquiries to: [Penny@tristarrjobs.com](mailto:Penny@tristarrjobs.com)**