

**LOUISIANA BAR FOUNDATION
COMMUNICATIONS DEPARTMENT
POSITION DESCRIPTION**

POSITION: Chief Communications Officer

STATUS: Exempt

REPORTS TO: Chief Executive Officer, Executive Director

POSITION SUMMARY: The Chief Communications Officer (CCO) determines communications strategy and execute programs to deliver communications objectives. Manages all communications plan activities, branding, and a team of communication, marketing, and design professionals on internal and external messaging. Manages media relations and maximizes media opportunities by cultivating strong relationships with media reps.

MANAGES: Marketing Manager and the Design and Content Coordinator

PRIMARY FUNCTIONS:

- Manage organization brand and reputation; develop branding initiatives, internal communications, and external media relations.
- Ensure public views the organization favorably.
- Develop, direct, and launch press releases and marketing campaigns.
- Manage media relations and maximize media opportunities; contact members of the media to set up interviews with President and CEO; ensure that all opportunities are fully vetted.
- Create organization feature opportunities on radio, TV, publications, and the internet.
- Determine and drive organization strategy, message development, pitch, and announcement strategies; execute programs to deliver communications objectives; develop delivery and packaging plans for organization messaging.
- Oversight of internal publications such as annual reports, newsletters, press releases, email announcements, planned publications, on-line, video, special projects and assignments such as Gala and Economic Impact. Oversight of rich and creative content that is optimized for search engines.

QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing or Public Relations
- A minimum of 10 years' experience in communications or related area
- Proven leadership and communications skills
- Decision-making and problem-solving skills
- Good networking skills
- Ability to multitask and prioritize projects
- Attention to detail
- Knowledge of the Associated Press style guide