

Communications Director

POSITION SUMMARY

Reporting to the ILSI Director of Operations, the Director of Communications develops and implements ILSI's external and internal communications strategies, policies, guidelines, and processes to effectively advance the organization's mission.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

Primary Responsibilities

- Collaboratively develop, support, and implement an integrated strategic communications plan to advance ILSI's brand identity, broaden awareness of ILSI's programs and strategic priorities, and increase ILSI's visibility.
- Monitor and evaluate the effectiveness of ILSI communications activities based on predetermined metrics.
- Coordinate with ILSI branches to align brand strategies and apply consistency across all information platforms (printed and electronic).
- Serve as ILSI's point of contact for media enquiries and coordinate timely responses with the Director of Operations and ILSI's leadership.
- Manage the ILSI website as ILSI's primary communications platform and ensure that content is current and meets quality standards.
- Manage development, distribution, and maintenance of print and electronic collateral including, but not limited to, newsletters, annual reports, and e-newsletters.
- Develop and implement an effective and engaging social media strategy.
- Maintain contact lists and actively manage relationships with communications professionals across ILSI, media, and in partner organizations to promote programs, projects, and key events.
- Develop a monitoring system to capture and assess media coverage about ILSI to inform and improve ILSI's communications strategy.
- Support ILSI leadership to ensure that all communications to external audiences are consistent in message and appearance.
- Manage relationships with associated vendors
- Other assignments as may be made by ILSI leadership from time to time.

Management Responsibilities

- Ensure consistent implementation of communications best practices, policies and procedures across ILSI branches, and provide training as needed.
- Mentor communications staff across the ILSI organization when requested, using a supportive and collaborative approach on a consistent basis.

Planning and Budgeting

- Prepare short- and long-term plans and budgets for ILSI's communications activities and monitor progress toward outlined goals.
- Recommend strategic communications objectives and priorities to ILSI leadership.

- Stay current with developments in communication, marketing, media relations, and reputation management, and use the information to ensure ILSI's communications strategy is innovative and in keeping with best practices.

Publications, Writing, Online & Multimedia Communications

- Provide leadership for the ILSI website, social media, and other internal and external collateral with the goal of improving awareness about ILSI and the impact of its work.
- Develop, write, and edit materials for the web and social media, and assist in developing and executing digital strategies that optimize usage of online tools.
- Work in collaboration with internal or external digital, multimedia, and graphic design staff to develop materials to achieve project goals.

Coordination

- Prepare ILSI communications collateral in collaboration with branch communication teams.
- Maintain regular reporting systems to keep ILSI leadership and relevant staff updated on project developments and potential communications challenges.

Other

- Contribute to and participate in broader ILSI-wide projects and/or committees as needed.

QUALIFICATIONS

Education and Experience

- BS/BA (or equivalent experience) in communications, marketing, journalism, or related field.
- Minimum of 5 years of direct communications experience, working with non-profit and/or international organizations.
- Previous work experience in science communications is preferred.

Skills and Abilities/Critical Success Factors

- Demonstrated time- and project-management skills, including an ability to meet multiple deadlines for simultaneous projects by maintaining a high level of organization. Ability to set priorities and identify resources.
- Must be entrepreneurial, strategic, and a creative thinker who enjoys working as part of a team, is skilled at gaining consensus, and is willing to take on additional responsibilities as necessary.
- Outstanding writing, editing, design, and multimedia skills are essential, including ability to present concepts visually and verbally.
- Ability to translate scientific material into effective messages for lay audiences.
- Highly proficient in MS Office Suite, Adobe Creative Suite, basic HTML and relevant social media platforms (e.g., Twitter, Facebook, LinkedIn and YouTube), and communications software.
- Experience managing websites, including design, operations, and analytics.

PHYSICAL DEMANDS

- Ability to operate computer and other office equipment.
- Ability to sit at a desk for more than one hour at a time.
- Domestic and international travel to external meetings and/or conferences required.
- The noise level is generally quiet to moderate.

This description summarizes the main duties of the job. It neither prescribes nor restricts the exact tasks that may be assigned to carry out these duties. This document should not be construed in any way to represent a contract of employment. Management reserves the right to review and revise this document at any time.