

Convention Center Authority

Position Title: Director of Communications

Position #:	10636
Salary Grade:	
Effective Date:	
Revision Date:	8/16/2018

<input checked="" type="checkbox"/>	Exempt
<input type="checkbox"/>	Non-Exempt

<input checked="" type="checkbox"/>	Full-Time
<input type="checkbox"/>	Part-Time
<input type="checkbox"/>	Seasonal

Indicate Employee Type	
<input type="radio"/>	Administration
<input checked="" type="radio"/>	Sales/Marketing
<input type="radio"/>	Event & Guest Services
<input type="radio"/>	Operations
<input type="radio"/>	Finance & Administration
<input type="radio"/>	Food & Beverage Services

POSITION SUMMARY: In a few sentences, briefly describe the primary function and purpose of position.

Under the direction of the President/CEO, is responsible for the planning, development and implementation of all of the MCC's marketing strategies, marketing communications, and public relations activities, both external and internal. Direct reports include the Communications & Graphics Coordinator & Sustainability Coordinator.

PRINCIPAL POSITION RESPONSIBILITIES/DUTIES: Below is a list of major tasks beginning with the most important for which the position is responsible. Also included is the estimated percentage of time spent on performing the tasks. This is suggested, but not required for Exempt positions.

RESPONSIBILITIES/DUTIES	
1	Responsible for development, production, and distribution of all marketing, communications, and public relations materials and activities for the MCC.
2	Directs the efforts of the Communications & Graphics Coordinator & Sustainability Coordinator and coordinates at the strategic and tactical levels with the other functions of the MCC.
3	Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program that will enhance the MCC's image and position within the marketplace and the general public, and facilitate internal and external communications.
4	Ensure and communicate the MCC's designed image and position, both internal and external.
5	Coordinate media interest in the MCC and ensure regular contact with target media and appropriate response to media requests.
6	Act as the MCC's public relations liason with the community and the point of contact for the media.
7	Coordinate the appearance of all MCC print and electronic materials such as letterhead, use of logo, brochures, etc.
8	Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the President & CEO.
9	Develop, implement and monitor systems and procedures necessary for the smooth operation of the marketing/communications/public relations function.
10	Web site application development and content maintenance
11	Maintains all social media communications for the MCC (Facebook, Twitter, Pinterest, etc.)
12	Develops CCA Annual Report, quarterly newsletters, & weekly In the Loop and Week in Review newsletters
13	Works a varied schedule and must be available if a public relations issue arises.
14	
15	Perform additional duties as assigned.

Job Evaluation Factors (Check all that apply)

Formal Education <i>(Minimum Required)</i>	<input type="checkbox"/> H.S. Diploma or GED preferred	<input checked="" type="checkbox"/> Bachelor's Degree preferred in journalism, marketing, public relations.
	<input type="checkbox"/> Vocational or Technical School required	<input type="checkbox"/> Education/Experience Equivalent
	<input type="checkbox"/> Associate's Degree preferred	<input type="checkbox"/> Other: Graduate degree in a related field is desirable

Minimum Experience <i>(Minimum Required)</i>	<input type="checkbox"/> None	Impact On Budget	<input type="checkbox"/> Contributory
	<input type="checkbox"/> One to three years		<input checked="" type="checkbox"/> Direct
	<input type="checkbox"/> Three to five years		<input type="checkbox"/> Other:
<input checked="" type="checkbox"/> Other: 3-5 years experience in marketing, communications or public relations with demonstrated success, preferably in the hospitality industry			

Decision Making <i>(level of direction & supervision)</i>	<input type="checkbox"/> Little independent judgment required
	<input checked="" type="checkbox"/> Judgment/discretion to make independent decisions within guidelines
	<input checked="" type="checkbox"/> Establish Policy & Procedures
	<input type="checkbox"/> Other:

Problem Solving <i>(Typical level encountered over extensive period of time)</i>	<input type="checkbox"/> By reporting and/or talking to supervisor
	<input type="checkbox"/> Choices defined in standard work procedures/policies
	<input type="checkbox"/> Methods chosen before in similar situations
	<input checked="" type="checkbox"/> Identification and analysis of diverse problems
	<input checked="" type="checkbox"/> Complex, varied and only mildly related to those seen before
	<input checked="" type="checkbox"/> Requires understanding/evaluation of impact upon the CCA
	<input type="checkbox"/> Other:

External Contacts	<input type="checkbox"/> External communication is minimal
	<input checked="" type="checkbox"/> Regular contact with general public
	<input checked="" type="checkbox"/> External contacts involving difficult formal negotiations
	<input checked="" type="checkbox"/> Effectively deal with diverse groups and organizations
	<input type="checkbox"/> Other:

Supervisory Responsibility <i>(Typical level encountered over extensive period of time)</i>	<input type="checkbox"/> None
	<input type="checkbox"/> Authority limited to direction of temporary employees only
	<input checked="" type="checkbox"/> Orient/train others; may act in a lead capacity
	<input checked="" type="checkbox"/> Provide leadership/direction to staff on event related issues
	<input checked="" type="checkbox"/> Supervise multiple functions, with full responsibility for effective operation & results
	<input checked="" type="checkbox"/> Overall responsibility to provide direction and guidance
	<input type="checkbox"/> Other:
Number of Direct Reports: 2	

Job-Related Knowledge <i>(knowledge of...)</i>	<input checked="" type="checkbox"/> Strong skills in oral/written communication	<input type="checkbox"/> Microsoft Publisher
	<input checked="" type="checkbox"/> Microsoft Word	<input type="checkbox"/> AutoCad
	<input checked="" type="checkbox"/> Microsoft Excel	<input type="checkbox"/> Financial Management
	<input checked="" type="checkbox"/> Microsoft PowerPoint	<input checked="" type="checkbox"/> Administrative principles/practices
	<input type="checkbox"/> Microsoft Access	<input type="checkbox"/> Computers
	<input checked="" type="checkbox"/> Microsoft Outlook	<input type="checkbox"/> Other:
	<input checked="" type="checkbox"/> Excellent organization, analytical, presentation and communication skills	<input checked="" type="checkbox"/> Ability to pay close attention to detail in a fast-paced environment
	<input checked="" type="checkbox"/> Demonstrate skills, knowledge and experience in the design and execution of marketing, communications and public relations activities	<input checked="" type="checkbox"/> Demonstrate successful experience writing press releases, making presentations and negotiating with media
	<input checked="" type="checkbox"/> Strong creative, strategic, analytical, organizational and personal sales skills	<input checked="" type="checkbox"/> Experience overseeing the design and production of print materials and publications
	<input checked="" type="checkbox"/> Experience developing and managing budgets, and hiring, training, developing, supervising and evaluating personnel	<input checked="" type="checkbox"/> Computer literacy in word processing, data base management and page layout
	<input checked="" type="checkbox"/> Ability to manage multiple projects at a time	<input checked="" type="checkbox"/> Out-of-town, overnight travel is required

WORKING CONDITIONS/PHYSICAL EFFORT: (Check all that apply)

Working Conditions		Physical Effort	
<input checked="" type="checkbox"/> Office, computer room	<input type="checkbox"/> High noise environment	<input type="checkbox"/> Typically sitting at a desk or table	<input checked="" type="checkbox"/> Lifting 11-25 lbs
<input type="checkbox"/> Service Areas	<input type="checkbox"/> High dust, dirt, grease environment	<input type="checkbox"/> Typically standing or walking	<input type="checkbox"/> Lifting 25 lbs or more
<input checked="" type="checkbox"/> Flexible work schedules	<input type="checkbox"/> Exposure to moving machinery	<input type="checkbox"/> Bending, crouching, stooping	<input type="checkbox"/> Using Power Tools
<input checked="" type="checkbox"/> Valid TN Driver's License	<input type="checkbox"/> Exposure to chemicals	<input type="checkbox"/> Running, climbing	<input type="checkbox"/> Using Pallet Jack
<input checked="" type="checkbox"/> Travel Required	<input type="checkbox"/> Outdoor exposure to weather	<input checked="" type="checkbox"/> Intermittently sitting/standing/walking	<input type="checkbox"/> Using Utility Carts
<input checked="" type="checkbox"/> Exposure to Customers	<input type="checkbox"/> Requires Pre-employment Physical	<input type="checkbox"/> Climbing ladders/scaffolds	<input type="checkbox"/> Using Forklift
		<input type="checkbox"/> Lifting 10 lbs or less	<input checked="" type="checkbox"/> Driving CCA Vehicle

Team Member Print
Name/Date _____

Date: _____

I have read and understand the job requirements.

Team Member Signature _____

Supervisor Print Name: _____

Date: _____

Supervisor's Signature: _____

Title: _____

Copies to: Team Member
Department Director
Personnel File

For HR Use Only (Do not write below this line):