



## **National District Attorneys Association**

### **Director of Communications**

#### **Job Description**

#### **GENERAL PURPOSE**

The Director of Communications will lead in constructing and implementing a strategic communications program that includes public relations, internal communications, policy advocacy, crisis communications, executive communications and member engagement. The Director will refine and lead the organization's communications strategy to promote initiatives and products in all areas across online, traditional, and social media. Position responsibilities will require working in close collaboration with all staff, members, congressional contacts, and individuals from federal agencies. This position requires strategic vision and strong judgment, as well as an ability to translate ideas into action. The Director of Communications provides leadership and guidance to advance the public facing goals of the Association but will also roll up their sleeves and implement tactically. Strong writing and editing skills, as well as experience in marketing, communication, and social media engagement are required.

#### **SUPERVISION RECEIVED**

Works under the general guidance and direction of the Executive Director.

#### **SUPERVISION EXERCISED**

None.

#### **ESSENTIAL FUNCTIONS**

- Understand the mission of NDAA and adhere to organizational and staff core values.
- Oversee, write and/or edit various types of communication and promotional materials, including news releases, articles, factsheets, talking points, op-eds, letters to the editor, blog posts, infographics, brochures, PowerPoint presentations, and other materials for the NDAA website, social media, and materials to inform members and external audiences.
- Work with NDAA members and subject matter experts to field initial inquiries and requests from members of the media.
- Identify criminal justice challenges and emerging issues and then work with the leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Manage and mitigate organizational and reputational risk.
- Implement an integrated strategic communications plan to advance NDAA's future goals and vision both internally and externally
- Develop and implement with the Board, ED, Director of Government and Legislative Affairs communication strategies to influence policymakers with creative storytelling to support advocacy.
- Use analytics and metrics to measure the success of marketing campaigns.
- Maintain consistent brand messaging throughout all platforms. Manage and update guidance on use of the NDAA logos and style guide.

- Build awareness of NDAA's programs and priorities and help NDAA position itself as a thought leader in criminal justice and increase the visibility of its programs across key stakeholder audiences and digital platforms.
- Manage graphic and editorial standards across the entire organization.
- Maintain, build, and expand a portfolio of press and media contacts for NDAA, resulting in an increase in overall coverage, including in mainstream media, TV appearances for NDAA members, and in reaffirming NDAA leadership role in the criminal justice space.
- Play a lead role in working alongside like-minded and partnership organizations, ensuring that NDAA is collaborating with leaders in criminal justice space and beyond to provide the best possible support to prosecutors, their communities and victims.
- Perform other related duties assigned.

### **MINIMUM QUALIFICATIONS**

1. Education and Experience:

Bachelor's degree in relevant professional field with a demonstrated track record implementing strategies and tactics for building public awareness, including programmatic communications, media relations, social media, and e-publications.

AND

Five to eight years demonstrated success and progressively responsible experience in corporate, agency, or nonprofit marketing/communications position with criminal prosecution experience and advocacy communications preferred

OR

An equivalent combination of education and experience.

2. Knowledge, Skills, and Abilities:

- Knowledge of the necessary components of a strategic communications plan and methods for evaluating its success over time.
- Ability to process complex, technical, abstract verbal and written information for purposes of establishing a beneficial messaging framework, direction and action plan.
- Record of success in creating and launching effective cause marketing partnerships, media partnerships and communications/thought leadership platforms
- Must be an excellent writer and editor, with strong attention to detail, able to handle many styles and different forms of communication for members and external audiences, including the media.
- Strong written and oral communications skills, as well as the ability to give internal and public presentations.
- Demonstrate strong interpersonal skills, sound judgment, and the ability to work independently as well as collaboratively internally and externally
- Demonstrated ability to operate in a fast-moving environment, while effectively prioritizing and leading a variety of activities; Work well under pressure with deadlines.
- Strong leadership, analytical, and strategic planning skills, including evidence of ability to work across organizational boundaries and large, dispersed stakeholder groups to achieve results through diplomacy, negotiation and cooperative problem solving.
- Possess informed cultural sensitivities, intellectual curiosity, and a deep passion for the mission

- Microsoft Office software (Word, Excel, etc.) experience required and some graphic design and publishing software experience is preferred (e.g., InDesign, Canva). Strong preference given to individuals with experience using WordPress websites.
- Candidates with prior experience in policy advocacy, law enforcement, criminal justice are strongly encouraged to apply. Experience working with nonprofit organizations is a plus

3. Special Qualifications: Travel May Be Required, Valid Driver's License, desired.

#### 4. Work Environment

The Director of Communications generally works in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, such as moving inside the office to access storage cabinets and office machinery and moving equipment or boxes of 25 lbs or less. The position requires the ability to remain stationary for long periods of time.

The person in this position frequently communicates with individuals who have inquiries about needed resources and information and may often be required to create and edit documents, manuscripts, reports, and grant applications. The Director must be able to exchange accurate information in these situations. Additional responsibilities include the input and output of data from electronic systems and the ability to operate a computer, online meeting tools, telephone, and copier/printer.

Public speaking and the presentation of material to audiences of both large and small sizes will occur in the normal course of job performance. Some travel is required in the normal course of job performance to attend conferences, forums and other meetings as requested.

Mental application utilizes memory for details, strategic thinking and creative problem solving.

Key Internal Relationships: Executive Director, Chief Operating Officer, Director of Government and Legislative Affairs, staff members in each of the relevant departments, interns and NDAA members, including the Board of Directors.

Key External Relationships: Representatives of the media, elected officials/prosecutors, other criminal justice stakeholders including federal, state, and local, training and conference attendees.

### **APPLICATIONS**

To apply for the Director of Communications position, please send a cover letter and resume to NDAA via [info@ndaajustice.org](mailto:info@ndaajustice.org). The association offers competitive compensation and a generous benefits package. NDAA is located in Arlington, VA, with telework possible. Relocation expenses are not available. Applications accepted through Friday, August 26, 2022 or until position filled. Final candidate will be asked for verifiable references.

### **ABOUT**

The National District Attorneys Association (NDAA) is the oldest and largest national, nonpartisan organization representing state and local prosecutors in the country. Formed in 1950, NDAA has more than 5,000 members and our mission is to be the voice of America's prosecutors and to support their efforts to protect the rights and safety of the people by providing our members with the knowledge, skills, and support they need to ensure justice is attained. NDAA is located in Arlington, VA near the Crystal City Metrorail. NDAA is an equal opportunity employer.