

COMMUNICATIONS AND OUTREACH DIRECTOR: The Communications and Outreach Director is a full-time position with a small consulting firm in Richmond, Virginia that provides association management and governmental affairs services for nonprofit organizations. The majority of this position will be dedicated to the work of the Virginia Transit Association.

The Communications and Outreach Director is responsible for internal and external membership and public policy communications that promote public transportation. Portions of the Director's time are divided between membership recruitment, web and social media communications, annual conference and special event planning and implementation, legislative advocacy, and other duties as assigned by the CEO and client Boards and Work Groups. **Specific responsibilities include:**

POLICY, LEGISLATIVE & ADMINISTRATIVE ADVOCACY: In coordination with the Boards and CEO, communicate and implement the policy agenda. Implementing this agenda requires:

- Familiarity and interest in public transportation policy;
- Representation at the General Assembly during Session and at legislative study commissions and other related groups between Sessions;
- Representation before the Commonwealth Transportation Board and governmental agencies when appropriate;
- Lobbying members of the Virginia House and Senate; and Congress as needed
- Working collaboratively with local governments and other transportation stakeholders to advance the legislative agenda;
- Drafting and disseminating position statements;
- Coordinate appropriate Action Alert and other outreach activities with grassroots volunteers;
- Staying abreast of current and trending transportation and governmental issues;
- Recruit and mentor legislative interns;
- Building relationships with legislators, legislative staff, key individuals within administrative agencies and the executive branch.

MEMBERSHIP & EVENT COORDINATION: In coordination with the Boards and CEO, plan and conduct all aspects of the annual conference and legislative reception. Implementing this responsibility requires:

- Critical planning and evaluation of event venues and costs;
- Outreach to and relationship-building with corporate sponsors and exhibitors;
- Securing speakers and presenters;
- Organize Awards program;
- Solicit potential new members and maintain current members; keep database current.

COMMUNICATIONS AND PUBLIC RELATIONS: In coordination with the Boards and CEO, develop and implement strategic communications programs. Implementing this responsibility requires:

- Maintenance of the nonprofit website to ensure functional areas are current;
- Craft and post content for social media posts;
- Assist in preparation and dissemination of media advisories, Action Alerts, grant documentation, organizational materials and member communications;
- Assist in advancement of a grassroots communications strategy which includes: legislative advocacy training; transportation issue education; and legislator engagement;
- Work with Program Coordinator and other staff in various projects as needed, including maintenance of database and production of mailings.

EXPERIENCE & QUALIFICATIONS:

- Ability to manage and prioritize time and shift readily between various assignments;
- Possess exceptional interpersonal, organizational, and verbal/written skills;
- Competence in Microsoft Office programs, CRM data management, social media platforms and web content management;
- Critical thinking skills with mature and sound judgement along with an eagerness to learn;
- Ability to build collaborative bipartisan relationships with senior-level leaders and stakeholders;
- Ability and willingness to occasionally work evenings, weekends, and travel within the state;
- Bachelor's or advanced degree in related field;
- Successful professional experience in a comparable position;
- Familiarity with Virginia's political landscape and transportation issues is a plus.

SALARY AND BENEFITS:

- Competitive salary commensurate with experience plus benefits package

TO APPLY/CONTACT:

- Email cover letter and resume with three references to lguthrie@lmg-llc.net
(Please insert "Director Position" in the subject line.)
Desired Starting Date is January, 2018.