

## **Director of Communications**

**Summary of Position:** The Director of Communications develops, manages, and leads the communications functions of the North American Securities Administrators Association (NASAA). Reporting to the Executive Director, this role develops, guides, and supports the strategy for all external communications, including NASAA's website and social media. The Director of Communications also will contribute to NASAA's organizational strategic planning and implementation process.

The Director of Communications will cultivate and maintain relationships with financial media to build and strengthen the role of NASAA and its members as the leading voices for investor protection. The Director of Communications advises the Board, the Executive Director, NASAA members and Corporate Office staff on media matters. The Director of Communications also works closely with other department leads at NASAA to advance a variety of policy and strategic initiatives undertaken by the Association.

NASAA offers a competitive compensation package, including medical and dental benefits; disability insurance; life insurance; and retirement plan options.

### **Essential responsibilities of the Director of Communications:**

- Develop and implement a communications strategy that is aligned with and in support of NASAA's mission, vision, and goals.
- Serve as NASAA's lead on media interactions that promote and/or impact the Association and its members.
- Prepare news releases, Association reports, newsletters, talking points, speeches, presentations, and other supporting material as needed.
- Work with NASAA leadership to lead swift, effective crisis communications and reputation-protection communications strategies.
- Lead and execute social media and website strategy to improve the dissemination of content across NASAA digital properties, including the organization's public and member websites and social media channels.
- Serve as primary liaison with designated web development vendors. Oversee development of new website tools and features, as well as routine maintenance.
- Obtain proposals and manage budgets for communication efforts.
- Promote teamwork and cross-team communication and efficiency, establish priorities, and engage in problem solving.
- Manage a communications team to support the development and execution of the communications strategy.
- Promote a culture of collaboration, high performance, and continuous improvement that prioritizes learning and a commitment to quality.

### **Qualifications for the Director of Communications:**

This position requires strong media or public relation skills including a minimum of 10 years of experience in related industry/association or financial journalism experience, a positive attitude, and a commitment to investor protection. This position also requires a demonstrated ability to transform complex concepts into understandable and compelling messages and to disseminate this information to the right audiences through appropriate channels.

Specific requirements include:

- Bachelor's degree in communications, public relations, or related field required. Master's degree preferred.
- Minimum of 10 years of relevant experience with increasing levels of responsibility for organizational communications and media relations, public affairs, and public policy.
- Working understanding of investment products, securities regulation and the legislative/regulatory policy process.
- Highly collaborative with experience developing and implementing communications strategies.
- Excellent writing, editing, and oral communication skills.
- Strong technology and computer skills including proficiency with content management systems (especially WordPress) and Microsoft Office Suite (Word, Excel, PowerPoint, Outlook). Familiarity with SEO and web content best practices for writing and publishing, familiarity with Google Analytics, simple graphic and video editing, and social media management a plus.
- Demonstrated understanding of how media outlets work and of current communications/public relations best practices.
- Leadership and maturity with the ability to lead communications discussions at both the strategic and tactical levels.
- Self-starter, able to work independently with limited guidance on a variety of key initiatives concurrently.
- Enjoys creating and implementing new communications initiatives.
- Attention to detail and adaptability to varied work assignments.

### **About NASAA:**

NASAA is the oldest international organization dedicated to investor protection. Its 67 members include the agencies in the 50 U.S. states, the District of Columbia, Puerto Rico and U.S. Virgin Islands responsible for administering securities laws and regulations, the Canadian provincial and territorial securities regulators, and the CNBV of Mexico. NASAA's corporate office is in Washington, D.C.

NASAA is an equal opportunity employer and does not discriminate in hiring or employment based on race, color, religion, national origin, citizenship status, age, disability, gender, veteran status, or any other characteristic protected by applicable federal, state or local laws, regulations or ordinances. We are committed to diversity in the workplace and promote a drug-free environment.

**To Apply:** Please submit your cover letter and resume to [hr@nasaa.org](mailto:hr@nasaa.org).