

**Position Announcement
(September 18, 2024)**

DIRECTOR, STRATEGIC COMMUNICATIONS

Reports to Chris Jacobs, SVP & Chief Marketing Officer

***Pay Grade: 6 / Job Level: Leader 1**

Min \$96,000 Midpoint \$120,000 Maximum \$144,000

The Association of Governing Boards of Universities and Colleges (AGB) has a career opportunity for an experienced Director of Strategic Communications.

The Scope

The Director of Strategic Communications (DSC) is responsible for developing and executing a comprehensive communications strategy that enhances the visibility and influence of AGB, with a particular focus on communications from the executive office. This role will ensure that AGB's external messaging is clear, consistent, and aligned with our mission and strategic goals.

The DSC also will oversee creation of promotional content to support new AGB resources and programs across multiple channels, manage media relations, and support reputation management and crisis communications. Additionally, the incumbent will lead strategic communication initiatives to support key organizational projects that strengthen AGB's position as a thought leader in higher education governance.

The DSC reports directly to the Senior Vice President of Marketing and Strategic Communications/Chief Marketing Officer and works closely with the executive team. This role will collaborate with AGB's marketing and digital leads, outside agencies, and external stakeholders. The incumbent will also manage relationships with media outlets and journalists.

The Duties

(The duties and responsibilities listed are only a summary of the typical functions of the job and not an exhaustive or comprehensive list of all possible responsibilities, tasks, and duties. Employees must be able to perform the essential duties of the position with or without reasonable accommodations).

Executive Communications (35%)

- Develop and manage a comprehensive communications plan for the executive office aligned with AGB's strategic goals. Determine short- and long-term plans and budgets for strategic communications goals, monitor budgets, assure adherence to quality standards, measure effectiveness of plans and key performance indicators, and evaluate ROI.
- Draft and refine AGB-member communications coming from the AGB executive office, including magazine columns, social media, videos, monthly blogs, and email messages.
- Craft speeches, presentations, op-eds, internal memos, and talking points.
- Prepare detailed briefings, talking points, and/or presentations for events, meetings, and media appearances.

Media Relations (20%)

- Oversee and engage in media relations activities, including building and maintaining relationships with reporters, pitching, triaging media inquiries, writing talking points and managing the public relations management platform.
- Craft and pitch op-eds and stories that showcase the importance of higher education governance, and AGB's role in advancing board excellence.
- Coordinate interviews, media appearances, and press releases to ensure timely, targeted coverage. Monitor and respond to media coverage, ensuring a positive narrative around AGB.
- Collaborate with internal and external stakeholders (such as other association representatives, member communications teams, or media organizations) to achieve plan goals as necessary
- Regularly disseminate news clips to AGB stakeholders.

Strategic Projects and Additional Team Support (20%)

- Actively contribute and provide leadership on AGB messaging, the creation of new offerings and member benefits, and other innovations that can lift the presence and reputation of AGB.
- Support the development and evolution of AGB messaging, membership journey mapping, and other strategic initiatives.
- Provide on-site assistance at national AGB meetings.
- Contribute positively to a working environment marked by collegiality, open and candid discussion, and active collaboration with AGB colleagues and vendors.

Content Launches (10%)

- Support major content releases from AGB such as books, reports and statements, and surveys. Draft overviews and messaging points for AGB staff/consultants/senior fellows. Write and promote press releases to promote content.

Video Production (10%)

- AGB uses in-house tools to script, record and edit short-form promotional and informational videos to use on social media and in member communications. The director will support idea and script development, filming, and editing with support from the marketing and content teams.
- Create video communication strategy and production of executive office videos.

Reputation Management/Crisis Communications (5%)

- Together with the SVP of Marketing and Strategic Communications, develop and execute a crisis communications plan for the AGB, preparing messaging and strategies to mitigate reputational risks.
- Monitor potential issues and work proactively to manage AGB's reputation during sensitive or high-stakes scenarios.

The Requirements

- Bachelor's degree in communications, marketing or related field. Graduate degree in a related field preferred.
- A minimum of eight (8) years of progressive experience in a communications, marketing, public relations, and/or public policy and advocacy environment.
- Superb oral, written, and interpersonal skills. Strong ability to represent the association and its priorities well when interacting with members, the public, and the media. Proven success in engaging stakeholders, c-suite, board leadership, and media.
- Demonstrated success and previous experience with matrix style leadership.
- Proactive and exercises good judgment in identifying and addressing strategic communication needs.
- Excellent organizational skills, adept at managing multiple complex projects and meeting deadlines.
- Experience with colleges/universities, higher education related organizations or nonprofit associations is a definite plus.
- Successful experience in developing and managing both major projects and budgets.

- Demonstrated ability to perform diverse tasks in a fast-paced environment; excellent organizational skills, attention to detail, and ability to carry out tasks as instructed with minimal supervision.
- A passion for using technology to be more efficient and creative; advanced proficiency with Microsoft Office applications.
- Ability to work independently and be effective in a team-oriented environment working across units and functional areas.
- Availability for limited travel.

Equal Opportunity Employer

AGB is an equal opportunity employer, and qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

The Organization

At the Association of Governing Boards of Universities and Colleges (AGB), we believe in the power of higher education to transform lives, strengthen inclusive democracy, and support a thriving society. We believe that strong higher education starts with great governing boards. AGB provides advocacy, leading practices, educational resources, expert support, and renowned programs that advance board excellence for 40,000 AGB members from more than 2,000 institutions and foundations. For more than 100 years, AGB has been the trusted authority for board members, chief executives, board professionals, and key administrators on higher education governance and leadership. Learn more at AGB.org.

This is hybrid position, requiring work onsite at our headquarters in Washington DC a minimum of two days per week. Applicants must reside in Virginia, Maryland, or the District of Columbia or within a reasonable commuting distance from the office. A fully remote work option is not available.

If you are interested or would like to refer an external colleague, please send materials (cover letter and resume) to:

Larry L. Robertson
SVP, Chief People Officer
LRobertson@agb.org

AGB and AGB Search employees are required to inform your current manager of your your intention to apply.