

# Communications and Public Affairs Coordinator Champaign County Regional Planning Commission

The Champaign County Regional Planning Commission (RPC) seeks a dynamic and collaborative manager of communications and public affairs to serve on its leadership team and provide overall vision for and direction of RPC strategic communications and outreach activities. The manager of communications and public affairs reports to the chief executive officer and chief operating officer. The successful candidate will direct and guide the communications, public relations, and marketing portfolio of the RPC to provide strategic, innovative, and compelling solutions that ensure integrated results and effective user experiences for internal and external audiences.

## **Major Duties and Responsibilities:**

- Develop and implement marketing and communications strategies and plans to meet goals consistent with the both the overall RPC and individual division/departmental goals.
- Lead the communications and marketing efforts of the RPC and collaborate with its units to promote the accomplishments of RPC staff and clients through web, print, multimedia, and emerging communications vehicles.
- Work closely with key RPC administrative staff to develop and integrate internal and external communication strategies and activities to support and meet departmental objectives (including programs that help recruit and retain staff, prospective clients and participants; develop external community relationships; and steward RPC's image and reputation).
- Guide brand and creative strategy, formulate high value content solutions, and direct editorial and design deliverables across a variety of platforms (print, email, web, social media, video, etc.). Ensure coordination and integration with RPC brand standards.
- Serve as the principal RPC resource for media inquiries and proactive crisis management.
- Research, write, and edit speeches, comments, columns, letters, and other communications for the RPC and its directors, as needed.
- Develop and manage a digital warehouse of visual images from across RPC for use by the units and external constituents, when appropriate.
- Serve as the Freedom of Information Officer (FOIA) for the RPC.
- Oversee the RPC's electronic communication efforts, including the RPC website, Facebook, Twitter, and other modes of electronic communication in coordination with IT staff.
- Foster strong collaborations and deep connections between the RPC's various units. Assist RPC units in developing communication efforts for both internal and external audiences that are consistent with the RPC's communications strategy and in compliance with program and agency standards.
- Work with unit staff on joint initiatives related to community and public relations.



- Develop measurement criteria to gauge the results and impacts of communications and marketing plans and strategies. Prepare performance reports to be shared on a periodic basis with RPC leadership.
- Oversee RPC's communications and marketing budget in consultation with the CEO/COO.
- Maintain knowledge of new and emerging technologies as they become relevant.
- Understand relevant RPC purchasing regulations.

## Position Requirements and Qualifications

This position requires a minimum of a bachelor's degree in communications, marketing, journalism or related field with a minimum of two years of relevant experience and increasing leadership in communications and/or public affairs or a related field. The successful candidate will be a creative thinker who possesses excellent interpersonal skills, outstanding oral and written communication skills, proven organizational skills to manage multiple deadlines, and the ability to work collaboratively with both internal and external constituents. (S)he should have an excellent command of the English language and demonstrated knowledge of web design, web site development and maintenance, accessibility standards, social media, print production, graphic design, photography, and art from the perspective of a project manager. Preference will be given to candidates who possess an advanced degree and those who have communications and/or marketing experience in a public sector setting, especially one that is large and complex.

The Communications and Public Affairs Coordinator is a full-time professional position. The expected start date is as soon as possible after the closing date. Salary is commensurate with experience and qualifications, and candidates must be eligible to work in the United States.