JOB TITLE: DIRECTOR OF SPEECHWRITING AND COMMUNICATIONS
LOCATION: WASHINGTON, DC
REPORTS TO: VICE PRESIDENT FOR COMMUNICATIONS
FLSA: EXEMPT

SUMMARY: The Director of Speechwriting and Communications supports AAU’s mission by thoughtfully managing the preparation of the written materials that AAU uses to communicate with its core constituencies and the broader public, including those documents written in the voice of AAU’s senior leadership.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned to meet business needs.

- Manages the creation of news releases, blog posts, constituent communication and other documents that communicate AAU’s views to members and the public; synthesizes complex subject matter into digestible content for a variety of communications media.
- Serves as editor for weekly constituent communications; writes, or edits, the first draft (president’s report), edits staff’s work, and helps ensure clarity, accuracy, consistency and message impact.
- Supports AAU President in drafting blog and other personalized outreach materials.
- Collaborates on the development of other executive content, including thought leadership articles, speech writing and speaker preparation.
- Supports and manages staff in drafting, editing, and review of reports, studies, surveys, talking points, advocacy and briefing materials.
- Provides an in-depth analysis to written material and complex issues related to the policies, programs and initiatives of AAU and its members.
- Develop and maintain relationships with AAU members, media staff, and representatives from other organizations. Consult with association colleagues, coalition partners, and campus representatives to develop and advance communications strategies.
- Advises AAU VP for Communications on communications related materials and supervises staff in his/her absence.
- Contribute to and execute strategic internal and external communications plans.
- Advises report authors on flow, style, balance, and readability of AAU works.
- Uphold the Oxford comma at all costs and against all enemies, foreign and domestic.
- Mentors, guides, and trains staff to ensure highest editorial standards.
- Shares supervisory responsibilities for Communications Associate.
  - Manages job duties and performance; communicates a clear and consistent message regarding goals to produce desired results and develops professional development and training plans for staff; holds staff accountable to meet commitments and follow AAU’s policies.
  - Other duties as assigned.

QUALIFICATIONS/REQUIREMENTS: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Exemplary written and oral communications skills; proven ability to write, edit and produce effective communications in a distinct voice for different target audiences and for all types of media, particularly digital; ability to interpret complex issues and explain them effectively through a variety of media.
A self-starter as well as a team-oriented individual with strong interpersonal skills and a positive, professional attitude.

Ability to manage many projects, often at the same time, through their entire life cycle in collaboration with a number of internal and external team members.

Must exhibit high degree of professionalism, including the ability to work well with others, managing competing demands, adapting to changing circumstances, and maintaining internal and external relationships.

Must demonstrate a willingness and ability to work independently and within the AAU team.

Creates and supports an environment which fosters teamwork, cooperation, respect and diversity.

Must promote and foster communication, must have excellent hearing/listening skills.

Intellectual curiosity that translates to innovative thought and execution of new ideas.

Strong Microsoft Office skills (Word and Excel) is a must, proficiency in Microsoft Office 365 including knowledge of SharePoint, Adobe design packages a plus.

Works with integrity; demonstrates accuracy and thoroughness; looks for ways to improve and monitors own work to ensure quality; must follow AAU's policies and procedures; is consistently at work and on time; ensures work responsibilities are covered when absent.

EDUCATION AND TRAINING/EXPERIENCE: Bachelor’s degree and ten to fifteen years’ in writing and editing in a professional environment with progressive responsibilities and demonstrated relevant experience in public and media relations or public affairs; degree in communications or related field a plus; experience in an association and higher education is a plus.

TRAVEL. Travel is primarily local during the business day, although some evening, out-of-the-area, and overnight travel may be expected.

SUPERVISORY RESPONSIBILITY. This position manages employees in the department and is responsible for the performance management and hiring of the employees within that department.

WORK ENVIRONMENT. This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

PHYSICAL DEMANDS. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear.

This is largely a sedentary role; however, the employee is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. Some filing is required; this would require the ability to lift files, open filing cabinets and bend or stand as necessary. This job requires the employee to lift at least 20 pounds infrequently.

POSITION TYPE. This is a full-time position. The exemption status of this position is exempt. Days and hours of work are Monday through Friday, 9:00 a.m. to 5 p.m. Evening and weekend work may be required as job duties demand.
OTHER DUTIES. Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

MUST BE CURRENTLY AUTHORIZED TO WORK FOR ANY EMPLOYER IN THE U.S.