

Vice President of Public Relations

XYZ is seeking a dynamic public relations leader to play a key role in advancing its mission and engaging public audiences in this time of unprecedented change and opportunity.

The Vice President of Public Relations reports directly to the CEO and is a member of the XYZ leadership team, responsible for helping to shape and advance the overall strategic positioning and goals of the organization.

Specifically, the Vice President of Public Relations is responsible for the management and execution of the Association's public relations/public information activities and for establishing the voice and brand of XYZ in a clear, compelling and proactive manner to all of its stakeholders. This work includes developing strategies aimed at improving the public perception of association services.

The Vice President of Public Relations also works hand-in-hand with the Vice President of Advocacy and the government affairs team to help advance the Association's advocacy and to establish XYZ and its members as vision and innovation leaders shaping the future of association services.

This leader is responsible for the association's brand/reputation management, overall message development, media relations, paid and earned media coverage, and crisis communications.

The Vice President will advise and direct the use of a variety of tools to keep members informed of key media developments, leveraging knowledge of traditional communications vehicles, social networking and emerging communications tools.

A key responsibility of this role is as Editor of XYZ, the weekly news publication distributed to more than 4,000 Association members, influencers and stakeholders in XYZ's services field.

The Vice President of Public Relations also provides media relations/spokesperson training and individual technical assistance to Association members dealing with crisis communications and/or other public relations needs.