

## Careers

**Position Title:** Director of Communication Services

**Compensation:** Up to \$70,000; commensurate w/experience

**Location:** GA-Columbus

**Benefits:** Health, Dental & Disability Insurance; Retirement Savings Plan; Generous Paid Time Off; Incentive Bonus Eligible

**Department:** Communication Services

**Reports To:** President & CEO

### Company Overview

Goodwill Industries of the Southern Rivers' (GWISR) mission is "Developing People, Changing Lives, Building Communities." Our Career Centers and other job training, placement and advancement programs make this possible by giving people the support and resources they need to find and maintain employment. It is our organization's vision for people to be empowered with skills and opportunities, living fulfilled lives. In 2010, GWISR served and trained 21,669 people and helped 3,336 people earn good jobs. These jobs helped to generate an estimated \$51 million in economic impact on local economies.

Our organization operates as a social enterprise, which means the majority of our programs are funded by the revenue generated from GWISR's 9 retail stores and affiliate – PowerWorks Industries. These operations, which span 50 counties in West Georgia and East Alabama, generate annual revenues in excess of \$18 million. GWISR's successful self-funded business model is the result of long-term strategic planning and consciously executed business decisions. As our organization begins a new strategic plan in 2012, we eagerly anticipate moving towards a \$38 million organization and tripling GWISR's annual reinvestment to the communities we serve.

### Position Summary

The Director of Communication Services is vital in the coordination of developing specific messaging that is communicated both internally (to Goodwill, PowerWorks and Columbus Community Campus) and externally through various communication mediums. The individual in this position is expected to be a role model who lives and practices our values of **Honesty, Integrity, Respect, Excellence and Service**. The position is a member of the Communication Services team that is devoted to gathering and disseminating information between internal team members, stakeholders and the community for the purpose of telling the GWISR story. The Director of Communication Services focuses on delivering a comprehensive communication strategy that brings strength and synergy to all aspects of our communication initiatives.

This position is a member of the Emerging Leadership and Development Team that is responsible for recommending policies, standard operating procedures and strategies to support the continued growth and advancement of the GWISR mission. This position, also, will sit at the Executive Leadership table on a regular basis to allow for the alignment of strategies with organizational goals and objectives. The Director of Communication Services is a position that is critical to building and guiding the future of the organization.

### Strategic Management Expectations

- Proven track record of creating, sustaining and simplifying new systems
- Familiar with contributing to organizational budget and planning processes
- Desire to constantly learn, balanced with the ability to toggle between current expectations with planning and creating systems for the future
- Proven track record of developing direct reports and other team members to higher levels of leadership



## **Principle Accountabilities**

### ***Communications Strategy and Message Development***

The systematic planning of focused efforts to create, strengthen and preserve the advancement of an organization's interests, policies, and objectives through the use of coordinated systems, programs, plans, themes, messages, and products.

- Develop, foster and promote all organizational brands associated with Goodwill Industries of the Southern Rivers to include Goodwill Industries, PowerWorks, Inc. and Columbus Community Campus.
- Provide ongoing strategic counsel and support to ensure that the organizations' culture, history and best interests are well represented through both internal and external communications.
- Define departmental goals and deliverables that support the organization's business objectives.

### ***Project Management***

The planning and coordination of an organization's resources in order to move a specific task, event or duty to completion.

- Oversight of a project's life cycle; develop, execute and finalize projects according to tight deadlines and budget allowance.
- Acquire resources and coordinate the efforts of team members, contractors and consultants in order to deliver projects according to plan.
- Develop best practices and tools for project execution and management.

### ***Relationship Building***

The cultivation and nurturing of productive business relationships; both internally and externally.

- Promote messaging geared toward diverse audiences; i.e. team members, leadership, donors, customers and the general community.
- Establish and foster solid contractor, consultant and vendor relationships.
- Establish a communication and operations system that creates an environment of camaraderie between team members and leadership while accomplishing the overall business objectives.

### ***Departmental Development, Leadership and Administration***

The development and enhancement of a group's skills and talents through mentoring, coaching and the general oversight of operations.

- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality execution.
- Mentor and develop team members using a supportive and collaborative approach on a consistent basis.
- Establish and oversee team member performance and developmental goals, assign accountabilities, set objectives and determine priorities.

## **Position Requirements**

- Bachelors Degree; preferably in the field of English, Journalism, Marketing, Communications or a related field (required)
- Masters and/or Advanced degree (preferred)
- Minimum 10 years of communication services related work experience
- Minimum 8 years of demonstrated leadership experience (leading both people and functions)
- Prior experience with the oversight of team member communications (preferred)
- Ability to manage cross-functional and interdisciplinary project planning
- Ability to work in a fast-paced and technology driven environment
- Demonstrated expertise in the areas of: social media, demographics research, media relations, team member communications, paid advertising, print management, specialty advertising and organization branding
- Superior knowledge of various media platforms (print, radio, on-line and video)
- Fundamental knowledge and use of Adobe Creative Suite, Adobe Acrobat, MS Office Suite, Photoshop and InDesign
- Familiarity with PR Marketing Management Software
- Familiarity with Video Editing Software
- Operational knowledge of SharePoint (preferred)

### **Application Process:**

Please visit [www.gwisr.org](http://www.gwisr.org); click on employment and then find the position you are interested in. Download the employment application and follow the remaining instructions.