



## POSITION DESCRIPTION

### 1. General Information

Position title	<b>Director of Communications</b>
Status	<b>Exempt, 37.5 Hours</b>
Reports to (title)	<b>Deputy Executive Director for Policy, Director of the Office of Public Affairs</b>
Department	<b>Office of Public Affairs</b>
Date	<b>04/10/2017</b>

### 2. Primary Function

Develops initiatives to disseminate FASEB materials and communicates the Federation's positions to scientific, policymaker, media, and public audiences to increase awareness of FASEB's mission and accomplishments.

### 3. Major Duties and Responsibilities

Rank	Duty/Responsibility	Percentage of time
1	Develops strategies and implements plans to communicate FASEB materials and positions to the scientific and policy communities to raise awareness of the Federation's mission.	30
2	Establishes and implements proactive media relations strategies to maximize outreach to targeted audiences.	15
3	Develops and maintains FASEB's online presence on website, biweekly newsletter, and social media to reach new audiences.	25
4	Supports member society communications initiatives to enhance membership value.	15
5	Develops new initiatives to reach public audiences with FASEB products and positions.	10
6	Establishes and reports metrics to monitor success of communications initiatives.	5

**Incumbent is expected to perform other duties as assigned by their immediate supervisors in support of the organization's goals and FASEB's needs.**



## 4. Direct Reports

Position titles of direct reports	# in position	# supervised by direct reports	
		Exempt	Non-exempt
Communications Manager	1		

5. Knowledge & Skills	Indicate the <b>minimum</b> education level (or equivalent experience) required in your position.		List the skills applicable to your position and indicate the <b>minimum</b> proficiency required: A= Novice; B= Proficient; C=Expert		
	Check those which apply		Subject or major field of study	Skill (Specify equipment/system, e.g., MS Word, Communication Skills, Customer Service)	Minimum Proficiency
		High school		Written and Oral Communication	C
		Prof/technical		Proofreading/Editing	C
		College courses		Online Communication/Media Relations Strategies	C
		Bachelor's degree		Ability to Meet Deadlines	B
	x	Master's degree	Science, Communications, or Journalism	Ability to Multi-Task	B
	x	Other	6-8 years of communications experience, including 5 years research or science policy communication experience	Interpersonal Skills	B
				Managerial/Supervisory	B
				Organizational Skills	B
			Computer Skills	B	
			Attention to Detail	B	
			Knowledge of science and/or issues related to science	A	

6. Key Decisions & Guidelines	Give two or three examples of decisions you make or actions you may take without prior approval.		The incumbent directs communications on online venues, including social media outlets and the FASEB website, using judgment about FASEB's voice and brand. The Director also recommends communication strategies and tactics to reach intended audiences and serves as the managing editor of the Washington Update newsletter.	
		Give two or three examples of decisions you refer to a higher authority.		Approval of proposed strategies is referred to executive staff as are decisions about when and how to involve FASEB's volunteer leadership.



Indicate any special policies, formal procedures, or precedents that guide your work.	OPA style guides, distribution lists, and SOPs.
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7. Working Relationships	Position	Department/Organization	Purpose (What is important is the content of these interactions. Describe what happens as a result of these contacts)
	Director of Science Policy	OPA	Weekly contact to develop communications plans for science policy products.
	Director of Legislative Affairs	OPA	Weekly contact to develop communications plans for legislative initiatives.
	Deputy Director	Society Management Services and Marketing	Frequent contact to ensure online publication of OPA content; biweekly contact to discuss website and online communication brand strategy.
	Public Affairs and Communications staff	Member Societies	Weekly contact to identify opportunities to provide membership value.
	Communication and Outreach staff	External Organizations and Federal Agencies	Periodic contact to increase the appreciation of FASEB's mission.
	Reporters	Media Outlets	Frequent contact to pitch stories or direct inquiries to policy or research experts.

***Edit the following section as needed for your job:***

8. Working Conditions	<p>This position requires sitting (80%), standing (5%), and walking (15%). Additional physical requirements are as follows:</p> <ul style="list-style-type: none"> <li>Occasionally requires lifting materials of approximately 20 lbs.</li> <li>Requires computer work involving extensive use of keyboard, mouse and monitor.</li> </ul>
	<p>Work Environment/Conditions:</p> <ul style="list-style-type: none"> <li>Dayshift hours primarily</li> <li>Travel and other work related assignments on weekends is possible.</li> </ul>