

STAFF OPENING

Title: Senior Director, Media Relations

Department: Public Communications

Reports to: Chief Public Communications Officer

SUMMARY

Responsible for initiating and managing all ICI media initiatives, both domestically and globally. Sets the organizational media relations strategy and establishes, manages and cultivates long-term relationships with key personnel at leading business and financial media outlets that result in enhanced coverage for ICI, its membership and its policy agenda. Participates in shaping ICI's communications and messaging strategies, including interacting with communications peers at ICI and ICI Global member firms. Manages and directs Media Relations staff and shares oversight of an administrative assistant.

MAJOR DUTIES & RESPONSIBILITIES

- Working closely with the Chief Public Communications Officer, assists in the development and execution of the global strategic communications plan with specific responsibility for executing a strategy designed to create consistent media opportunities for senior management around significant policy issues, ICI research, and events.
- Works in a collaborative, consensus-building manner with a wide variety of constituencies within the Institute, its membership, and the policy opinion-making communities.
- Assists the President and other senior ICI staff who serve as Institute spokespersons in dealing with media, while also serving as a principal public spokesperson for the Institute for high-profile stories. Prepares and trains senior leadership for media events.
- Works with Public Communications colleagues to develop public policy communications for Institute communications with external audiences including legislators, media, members, and the general public.
- Oversees media strategy, outreach and development for ICI Global in key jurisdictions to advance policy, membership, and business goals.
- Assists in managing the activities of external PR firms, both domestic and global, and other vendors, utilizing their services on both a tactical and strategic level.
- Manages the global media relations team and the day-to-day press inquiries related to ICI, its policies and relevant industry issues.
- Ensures preparedness and manages the implementation of crisis communications as appropriate.
- Coordinates with the industry public relations and shareholder communications executives to leverage communications initiatives by the Institute and members and to ensure strategic consistency in the approach to messaging and positioning of industry issues and policies.
- Supports ICI's industry outreach through the Public Communications Committee, contributing to the logistics, programming, and leadership of the committee.
- Collaborates closely with Senior Directors of Design, Policy Writing and Editorial, and Investor Education, particularly on writing, social media and broadcast efforts.
- Travels as needed to support media and member relations goals.

REQUIREMENTS

- Proven successful communications track record and extensive media relations, communications and crisis management experience.
- Ability to rapidly develop a more in-depth understanding of key issues; knowledge of financial and investing issues is strongly preferred.
- Articulate presentation style with the presence and poise to collaborate or interact with senior levels of the Institute staff and members organizations.
- Insightful strategic thinking abilities.
- Outstanding written and verbal skills.
- Demonstrated leadership and management skills; proven ability to manage and develop staff.
- Well organized, self-directed approach, with the initiative and commitment to make and impact within the organization.

EDUCATION & EXPERIENCE

- Bachelor's degree and 7 to 10 years of experience in public relations, including media relations or crisis management experience in corporate, government, trade association, or other public sector organizations dealing with policy issues in a highly regulated industry; or an equivalent combination of related education and experience.

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary.