



## DIRECTOR OF PUBLIC RELATIONS AND COMMUNICATIONS

The Organization: The Georgia Historical Society (GHS) is the premier independent statewide institution responsible for collecting, examining, and teaching Georgia history. GHS houses the oldest and most distinguished collection of materials related exclusively to Georgia history in the nation. To learn more, go to [www.georgiahistory.com](http://www.georgiahistory.com)

Position Summary: The Director of Public Relations and Communications is a key leadership position. The incumbent is responsible for developing and implementing a multi-faceted, strategic public relations, communications, and external relations plan to increase public awareness of the Georgia Historical Society and its events, programs, publications, and general activities. Strategies include media relations, advertising and promotion of events, and oversight of website and electronic and print publications. The successful candidate will demonstrate a record of accomplishment for institutional branding; superb planning and organizational skills; excellent written communications skills; and experience working with the press, including feature writers, news reporters, and social press; and be skilled in collaborating with designers, technical staff, and creative talent. The incumbent reports to the Chief Operating Officer and regularly supports the fundraising and constituency development efforts of the Society. This is a full-time benefited position based in Savannah, Georgia.

Responsibilities include (Incumbent may perform other duties as assigned):

### Strategy and Planning

- Proactively create and manage a comprehensive strategic public relations and communications plan with a timeline of activities with the purpose of enhancing the institution's prominence among key audiences.
- Manage the institution's internal and external communications calendar and ensure plans are executed in a timely manner and all deliverables are met.

### Media Relations

- Write and execute media strategies and manage media outreach.
- Write pitches and press releases; grow media presence.
- Field incoming communication requests including responding to inquiries from reporters for information and directing them to appropriate staff contacts.
- Maintain ongoing contact with mainstream, local, statewide, and trade media; grow state-wide and national media relationships to build interest and coverage.
- Solicit in-kind support and earned media from local and statewide outlets; coordinate and procure mass media advertising including radio, television, newspaper, magazines, social media networks, podcasts, and websites for maximum return on investment of time and resources; research current benchmark trends and preferences to determine the most appropriate mix of media to promote and present GHS's programs and activities.
- Identify possibilities for editorial board visits and media briefings; hold media briefings when necessary.
- Review editorial calendars and identify opportunities to insert industry expert comments.

- Generate story ideas based on general human interest when there is no news.
- Develop a strong in-person plan for meeting with media contacts.
- Manage media relationships across the state and with partnering organizations.
- Work with outsourced social media partners as needed.

#### Media Monitoring

- Monitor media coverage and ensure appropriate responses.
- Advises the CEO and COO on current and potential public relations and communication issues; recommends an effective course of action; manages crisis communication to mitigate negative news events and coverage.
- Track and archive media clips.

#### Marketing and Outreach

- Create, develop, and execute detailed promotional campaigns around all programs and other public relations opportunities, with deadlines and deliverables, including the Trustees Gala and the induction of the Georgia Trustees annually.
- Organize speaking requests for GHS staff originating from outside groups and individuals. This involves identifying appropriate speaker(s), communicating with groups about topics, requirements for travel and/or honoraria, etc.
- Coordinate meetings and other interactions related to governmental relations, including acting as needed as staff representative on the GHS Board Committee focused on this area and overseeing development of the Honorary Host Committee for the *Georgia History Festival*.
- Oversee creation and inventory of agency-wide collateral and marketing materials including brochures, special event materials, electronic newsletters, etc. Executes, supervises, or manages elements including article/topic selection, research, contract writing/editing, vendor deliverables, etc.
- Oversee GHS website. Maintain brand cohesion and ensure regular review and updates to all online platforms. Ensure website is reviewed for external audience perceptions and kept current and ensure updates including stories, links, photos, etc. are completed in a timely manner. Work with Web and Visual Communication Specialist to ensure website is populated with most current information.
- Ensure the regular review and updates to GHS brand and related content/representation on outside websites and platforms.
- Maintain and update the GHS Style Guide and ensure compliance of the institutional branding requirements.

Supervisory responsibilities: This position directly supervises the Web and Visual Communication Specialist. May also supervise projects with other team members.

#### Qualifications:

##### ***Knowledge, skills, and abilities:***

- Demonstrated experience working in public relations or communications for a fast-paced institution with firm deadlines. Proven understanding of the sense of urgency that comes with public relations and communications work.

- Ability to plan, develop, direct, and maintain the strategic communications, public relations, and external relations programs for the institution.
- Ability to work under pressure, juggle multiple responsibilities, solve problems, and remain flexible and adaptable as needs and priorities change.
- Experience managing multiple deadlines and maintaining clear and open chains of communication with supervisors and colleagues.
- Exceptional attention to detail and organizational skills required.
- Demonstrated ability to prioritize and respond in a timely manner in order to secure media placement and coordinate press events required.
- Excellent oral and written communications skills.
- Must possess initiative and the ability to exercise good judgment.
- Proven ability for impeccable tact, discretion, and diplomacy in handling confidential or sensitive issues.
- The position demands a thorough understanding of and commitment to the mission and goals of the Georgia Historical Society.
- Proven ability to work within the confines of a limited marketing budget and to rely on in-kind partnerships required.

***Education:*** Bachelor's degree

***Required experience:*** Seven to ten years of leading communications, public relations, government relations, or similar office. Statewide or national experience required. Experience working on Capitol Hill or with the Administration will be highly regarded. Strong and demonstrated computer skills, including expert proficiency with Microsoft Office suite and Adobe suite; experience with Salesforce.com and other databases preferred. Well-developed contacts with national and local editors and journalists in electronic and print media are preferred.

To Apply

Send cover letter, resume, and confidential salary requirements to:

Director of Public Relations and Communications Search  
 Georgia Historical Society  
 104 West Gaston Street  
 Savannah, GA 31401  
 Fax: 912.651.2831  
 Email: jobs@georgiahistory.com

*No phone calls please*