



Position: Sr. Director of Communications

Located in: Raleigh, NC

Background

Since 1987, the NC Rural Center has worked to improve the quality of life for the state's rural people and places. We operate with the core belief that our rural communities have inherent cultural value and are vital to the overall economic health of our state. We recognize that the changing landscape of rural North Carolina brings with it significant challenges, but we also believe in the resiliency of our state's rural people and their dedicated stewardship of the communities they call home.

The Mission

The mission of the NC Rural Center is to develop, promote, and implement sound economic strategies to improve the quality of life of rural North Carolinians. They serve the state's 78 rural counties, with a special focus on individuals with low-to-moderate incomes and communities with limited resources.

Description Overview

The **director of communications** nurtures a strong rural network; increases public awareness of North Carolina's rural people and places; and leads in the public discussion on rural issues by implementing, overseeing, and executing a robust communication, marketing, and media relations program that supports and grows the brand and influence of the NC Rural Center, its programs, and subsidiary nonprofits. The director of communications will report directly to the Rural Center's chief program officer and will be responsible for developing, coordinating, implementing, and directing the comprehensive external communications strategy and products of the Center.

Duties & Responsibilities

1. Creates, implements, executes, and maintains a comprehensive and strategic communications plan using measured, creative, innovative, and compelling strategies to promote Center programs and services.
2. Oversees management of the Rural Center's communications team and network of consultants, freelancers, and contractors, instilling a sense of accountability by modeling transparency and oversight of organizational and individual performance standards.
3. Manages and oversees the ongoing growth and professional development of direct reports.
4. Directs, sometimes creating, the development of all communications products and materials with content designed to engage and inform target audiences.
5. Oversees the use and deployment of a variety of digital and non-digital media content and platforms.
6. Oversees the brand management of the Center, its programs, and subsidiary nonprofits to ensure all marketing, communications, and general informational materials are consistent and meet the highest standards of timeliness, quality, and accuracy. Creation and management of brand standards is vital.
7. Applies an equity lens to all aspects of internal and external communication and engagement, including but not limited to: messaging, delivery, and content development (i.e., visuals, narratives).
8. Facilitates regular conversations with program staff to support program communications needs in a

consistent and fair manner across the organization.

9. Oversees the creation of communications related items across the Center and for the Center's subsidiaries, CornerSquare Community Capital and Thread Capital.
10. Support the policy, research and community engagement staff in translating complex policy topics into consistent, effective messaging that centers the experiences of our state's rural people.
11. Oversees the creation, development, and distribution of content that promotes the Center through press releases, op-eds, monthly newsletters, profiles, features, policy and research reports, impact reports, marketing materials, etc.
12. Serves as the primary point of contact for media inquiries and releases to local, regional, statewide, and national media outlets.
13. Monitors, analyzes, and communicates marketing and media placement results on a monthly to quarterly basis.
14. Evaluates opportunities for partnerships, sponsorships, and advertising on an ongoing basis.
15. The director of communications will direct, supervise, and evaluate the performance of assigned staff, and will also direct and evaluate relationships with external consultants and vendors on a regular basis.

Position Attributes

- Minimum of bachelor's degree or equivalent experience in journalism, communications, marketing, or public relations required—nonprofit experienced.
- Minimum of 10 years of related-work experience leading a media, communications, marketing, or public relations team.
- Strong skills and knowledge in brand development and marketing of products and programs.
- Exceptional organizational and time-management skills and a proven ability to handle competing external and internal deadlines in a fast-paced environment.
- A commitment to collaborate, communicate, and engage effectively with people and communities of diverse backgrounds and histories, including communities where English is spoken as an additional language.
- Exceptional written, oral, and interpersonal communication skills.
- Proven experience building and nurturing media relationships.
- Proficiency with Microsoft Office applications required.
- Ability to work as a strong team player but independently as needed—but always with a sense of purpose and good humor.
- High standard of excellence, accuracy and consistency, personal integrity, and accountability.
- Strong organizational skills and with results-driven goals.
- Energetic, self-motivated, and comfortable in public speaking situations.
- Experience living or working in rural North Carolina is highly desired.

Compensation and Benefits: NC Rural Center offers a salary range of \$98K to 105K for this position, commensurate with experience. The NC Rural Center offers excellent benefits, including health, vision, and dental insurance, retirement contributions, holidays, and paid time off. The NC Rural Center is an equal opportunity employer.

How to apply: ● Prepare a cover letter and resume specifically tailored for this opportunity and email them as a PDF document to hr@ncruralcenter.org; the subject line of the email should include your name and the position title. ● Applications will be reviewed on a rolling basis and positions will remain open until filled.