



## VERMONT ECONOMIC DEVELOPMENT AUTHORITY

### **Position Description**

Title: Director of Communications

Reports to: Chief Executive Officer

### **Summary**

The Director of Communications will lead the strategic planning, development, and implementation of VEDA's comprehensive communications and marketing programs. This role is critical in promoting VEDA's mission, enhancing its visibility, and engaging with diverse stakeholders including the public, businesses, commercial banks and credit unions, government officials, and media. The position encompasses responsibility for public relations, media outreach, marketing, education, and stakeholder engagement. The position will work under the general direction of the CEO and the VEDA senior management team.

### **Essential Job Functions**

- Strategic Communication Leadership – Plan, develop, and direct an integrated communications program to support VEDA's strategic objectives. Oversee messaging and brand consistency across all platforms.
- Marketing and Outreach – Recommend, design, and manage market research projects. Develop marketing plans, digital campaigns, advertising, printed materials, and outreach initiatives to promote VEDA's services and programs.
- Public and Media Relations – Manage all public relations efforts, including writing and distributing press releases, coordinating media events, arranging interviews, drafting speeches, and managing crisis communications.
- Digital and Content Strategy – Oversee creation of digital content, including website updates, newsletters, social media posts, educational materials, reports, and storytelling that resonates with target audiences.
- Stakeholder and Legislative Engagement – Serve as a key advisor to the CEO and management team on communications and media strategies. Support legislative initiatives and participate in policy discussions as needed.
- Event Coordination and Public Engagement – Lead the planning and execution of events such as public meetings, press conferences, community and trade show presentations, and outreach programs to strengthen VEDA's community messaging and impact.
- Research and Analytics – Utilize surveys and data-driven insights to identify audience segments and evaluate the effectiveness of communication strategies. Continuously improve outreach and education efforts.

### **Education/Experience**

- Bachelor's degree in communications, public relations, marketing, or a related field required. Advance degree preferred.
- Minimum of 7 years in communications or public relations, including at least 3 years in a leadership capacity. Experience in economic development, finance, government, or related sectors strongly preferred.
- Experience creating strategy and developing content for all marketing and communications channels required, including newsletter generation, surveying, storytelling, social media content and posting, website updating, press release generation, and publishing educational, presentation materials and reports.

### **Knowledge/Skills/Abilities**

- Excellent verbal, written and interpersonal communication skills.
- Considerable knowledge of marketing and public relations principles and practices.
- Working knowledge of digital media production and communications tools.
- Ability to develop, analyze, and apply survey data for targeted marketing.
- Experience creating educational materials for diverse audiences.
- Proficiency in digital platforms, content management systems, and social media.
- Strong project management and organizational skills.
- Collaborative mindset with ability to work cross-functionally.
- Strategic thinker with demonstrated problem-solving ability.

### **Working Conditions**

- Hybrid work environment with regular in-person attendance required at VEDA offices in Montpelier, Burlington or Middlebury.
- Occasional travel statewide for meetings, events, and outreach.
- Standard office hours with flexibility to work evenings or weekends for special events or urgent communication needs.

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*The above statements are intended to describe the general nature and level of work performed rather than an exhaustive list of all responsibilities and skills required for the position. The Essential Job Functions may be changed at any time at the management's discretion. The job description is not intended to create an employment contract of any kind.*