



Position Description

Position: Chief Communications Officer
Reports To: CEO

FLSA Status: Exempt
Review Date: 12-4-2024

Mission:

The Governors Highway Safety Association (GHSA) provides leadership and advocacy for the States and Territories to improve traffic safety, influence national policy, enhance program management and promote best practices.

Position Summary:

The Chief Communications Office (CCO) leads the organization's efforts to strengthen its brand, enhance communications and drive engagement across all platforms. In this senior leadership role, the CCO is responsible for developing and implementing comprehensive communications and marketing strategies that enhance the organization's image and position nationally. The CCO must be a dynamic, innovative leader with a proven track record managing teams, developing communications strategies and executing successful campaigns.

Essential Functions and Responsibilities:

To perform this job successfully, each essential duty and responsibility must be performed satisfactorily. Reasonable accommodation may be made to enable an individual with disabilities to perform the essential functions. Other duties may be assigned to meet business needs.

- Develops and executes GHSA's communications strategy, fostering sustainable growth and strategic success.
 - Recruits and manages GHSA's communications team, which consists of 2-3 staff plus support from contractors/consultants, and implements efficient processes and innovative approaches to maximize their success.
 - Has a strong understanding of the media landscape and helps to position GHSA as a thought leader resulting in strong coverage by traditional and new media outlets.
 - Serves as a chief spokesperson with the media. Represents GHSA at conferences, partner events, coalition meetings and other activities.
 - Has a solid understanding of social media and oversees GHSA's efforts in this arena.
 - Works closely with the CEO and External Engagement Team to develop marketing materials and provide other support to help strategically grow GHSA's Associate Membership program and other funders.
 - Works with the CEO and External Engagement Team to help identify opportunities for GHSA's partners to collaborate with each other and increase their impact.
 - Acts as a key member of the executive leadership team, contributing to strategic
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planning and decision-making processes.

Knowledge, Skills, and Abilities:

- Bachelor's degree required; master's degree preferred.
- Minimum of ten years of professional experience, preferably in an association or nonprofit environment.
- Demonstrated experience leading and developing a team and effectively managing complex tasks and processes.
- Strong written and verbal communication skills that include the ability to distil complex information into clear and succinct messages
- A strong, polished speaker comfortable in a variety of settings.
- Demonstrated ability to support and work collaboratively with a volunteer Board of Directors.
- A track record of project management success.
- Ability to work creatively and with flexibility in a demanding environment, while maintaining high work standards.
- Ability to anticipate challenges and effectively resolve them to the mutual benefit of all parties.

Personal Characteristics and Behaviors

- Honest and transparent with the highest degree of integrity.
- Embraces and supports all colleagues and treats them with dignity and respect.
- Visionary, strategic, adaptable and flexible.
- Effective communicator with exemplary listening skills.
- Inspires and motivates direct reports and teams.
- Innovative and creative problem solver.
- Strong organizer with a demonstrated ability to delegate.

Other

- GHSA is a hybrid work environment with employees working in the DC office 3-days per week. The CCO will additionally be required to attend various events sometimes occurring in the evenings or over weekends. Travel is approximately 3-4 weeks per year.

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