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# Virgin Islands Waste Management Authority

## Job Vacancy Announcement

### Communications Director

### Territorial

**Exempt**

**SALARY: Commensurate with Experience**

**DEADLINE: Open Until Filled**

**SUMMARY:**

The Communications Director is responsible for managing the Authority's internal and external communications activities, including public and media relations, education, advertising, and marketing. This role develops, implements, and oversees communication strategies and programs that effectively promote the organization and its services. The position requires a high level of independent judgment, discretion, and confidentiality. When working in the field, there is exposure to dirty, noisy, and dusty conditions, as well as disagreeable odors and unpleasant weather.

**DUTIES AND RESPONSIBILITIES:**

- Determines communication strategies and executes programs that support organizational goals and objectives.
- Manages the Authority's brand, public image, and reputation.
- Develops and implements press releases, marketing campaigns, and public outreach initiatives.
- Ensures that all communications from the Office of the Executive Director are properly reviewed, approved, and scheduled.
- Develops branding initiatives, internal communications, and external media relations strategies.
- Represents the Authority at public events, media engagements, and community meetings.
- Establishes and maintains strong working relationships with media

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- representatives and public stakeholders.
- Oversees the development of internal and external publications, including newsletters, announcements, website content, and social media platforms.
  - Develops policies and procedures governing communications and branding for internal and external use.
  - Coordinates with government agencies, public information officers, and community leaders to support the Authority's mission.
  - Develops and oversees public education initiatives and ensures successful execution by the Division of Education and Communications Management (DECM).
  - Performs all other duties as assigned by supervisor.

#### **EDUCATION, LICENSE, AND EXPERIENCE:**

- A Bachelor's Degree from an accredited college or university in Communications, Public Relations, or a related field is required.
- A Master's Degree is preferred.
- Five (5) years of relevant communications experience, including at least one (1) year with a government agency, utility, or public service organization.
- A combination of education and experience may be considered.
- A valid Virgin Islands Driver's License is required.

*Virgin Islands Waste Management Authority is an Equal Opportunity Employer*

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