

## **Communications Supervisor**

### **Job Description**

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#### **Role:**

The Communications Supervisor will be responsible for developing and executing comprehensive communication strategies to ensure effective internal and external communication within the organization. This role will play a crucial part in maintaining a consistent brand image, fostering employee engagement, and strengthening relationships with stakeholders. Supervision is exercised over assigned staff. This position reports to the Director of Administration.

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#### **Essential Functions:**

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.*

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- Plans, assigns, trains, oversees, and supervises work of Communications staff; evaluates work to assure conformance with instructions and that tasks are completed properly.
- Strategy Development:
  - Develop and implement communication strategies aligned with organizational goals and values.
  - Identify key communication objectives and metrics to measure effectiveness.
- External Communication and Outreach:
  - Manage external communication channels, including the company website, social media platforms, and press releases.
  - Ensure consistent messaging and branding across all external communication channels.
  - Develop community partnerships to enhance public perception of the Authority through its outreach endeavors with schools, non-profits, other government organizations, and other relevant groups.
- Internal Communication:
  - Facilitate clear and timely communication between departments, teams, and management, providing coaching and training as needed.
  - Develop internal communication channels and platforms to enhance employee engagement and collaboration.
  - Assist in the dissemination of important announcements, updates, etc.
- Content Creation:
  - Create compelling written and visual content for various communication channels, including emails, newsletters, presentations, and marketing materials.
  - Edit and proofread communication materials to ensure accuracy and clarity.
- Assist with establishing and carrying out departmental goals, special events, policies, and procedures.
- Provide photography support as needed.
- Perform other tasks and duties as assigned by the Director of Administration.

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## Minimum Qualifications:

- Must have a bachelor's degree in marketing, graphic design, communications, or a related field.
  - Must have three to five years of experience in creating marketing material, assisting with organizational communication efforts, advertising, or a combination of equivalent education and experience.
  - Must have strong organizational and communication skills, both verbal and written, to be able to effectively communicate with all parties involved in a project.
  - Must be proficient in the use of Microsoft Office® products and Adobe Acrobat®.
  - Experience with Adobe Creative Suite and photography/videographer skills preferred.
  - Must have a valid driver's license in the Commonwealth of Virginia.
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## Additional Information:

- This position supervises the Communications staff.
  - This position typically requires working Monday through Friday from 8:00am to 5:00pm with a one (1) hour lunch break.
  - This position requires some attendance at night and weekend events.
  - This position is eligible for remote work per the Authority's telecommuting policy.
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## Working Conditions

*The characteristics listed below are representative of the physical demands, physical agility, sensory requirements, and environmental exposures required by an individual to successfully perform the essential duties of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.*

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- Employees sit none of the time but may walk or stand for most periods of time.
- This classification involves frequent physical agility requirements such as: climbing, stooping, kneeling, crouching, crawling, reaching, pushing, pulling, repetitive motions and manual dexterity.
- Sensory requirements include standard vision requirements, ability to express ideas and ability to hear information at normal spoken word levels.

Physical Exertion (Pounds)	
Up to 10	Seldom
Up to 25	Seldom
Up to 50	None
Up to 100	None
100 or more	None

Environmental Exposures	
Work near moving mechanical parts	Occasional
Work in high, precarious places	None
Toxic or caustic chemicals	None
Outdoor weather conditions	Occasional
Extreme Cold, non-weather	None
Extreme Heat, non-weather	None
Noise Level	Moderate

**Employment Eligibility/Work Authorization Requirements:**

The BRWA is committed to employing only individuals who are authorized to work in the United States and who comply with applicable immigration, employment law, and criminal background clearance. As a condition of employment, every individual must provide satisfactory evidence of his or her identity and legal authority to employment. The Authority is an equal opportunity employer.

**Condition of Employment:**

This position serves at the will of the Executive Director.

Employee signature below indicates the employee's understanding of the requirements, essential functions and duties of the position.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Signature