



COLORADO

Office of Economic Development
& International Trade

1625 Broadway, Suite 2700
Denver, CO 80202

Colorado Office of Economic Development

Job Title: COMMUNICATIONS MANAGER
Job Location: 1625 Broadway, Suite 2700 Denver CO 80202
Reports to: CHIEF MARKETING OFFICER
Salary: \$65,000 - \$75,000

The Colorado Office of Economic Development (“OEDIT”) was created to foster a positive business climate that encourages quality economic development through support of local and regional economic development activities throughout the State of Colorado. A comprehensive slate of programs within OEDIT’s divisions work together to offer economic development services for all Colorado businesses – new and expanding, traditional and emerging, small and large – including retention programs to ensure continued competitiveness of Colorado’s economic base, and job training to keep Colorado’s workforce the best in the nation.

POSITION: Communications Manager/PIO

DESCRIPTION: The Communications Manager will report to the CMO and work closely with OEDIT Division Directors. The Communications Manager will function as primary point of contact for media, and in conjunction with OEDIT’s marketing agency of record and CMO, create and manage an integrated internal and external communications strategy for the Department. The Communications Manager is responsible for promoting the Colorado brand business objectives, OEDIT programs and messages to target audiences and key constituents. The Communications Manager will help develop and support both a proactive and reactive press strategy with a primary responsibility for press/media related to OEDIT and the Governor’s Office (this is not a Governor-appointed position). The Communications Manager is responsible for developing strategy and plans to secure positive media coverage and external brand awareness of OEDIT’s mission and objectives.

KEY DUTIES AND RESPONSIBILITIES:

- Develop, lead and manage comprehensive communication strategy for the organization & Division Directors.
- Serve as the Editor-in-chief for the organization to include being the primary writer for the organization, implementing writing and messaging guides and ensuring that all products/collateral are in compliance with our visual brand. Write press releases, blogs and public statements for OEDIT and individual divisions.



- Leads media outreach to establish awareness and increase media coverage of OEDIT and Colorado's 14 key industries, to advance a thriving and vibrant Colorado, including media missions, press trip coordination and collaborating with lead-generating agencies and partners.
- Leads the OEDIT media engagement strategy, serving as the primary media contact and distributing media opportunities to appropriate OEDIT spokesperson. Provides OEDIT leadership with insight and direction on media opportunities, seeks placements in print, broadcast and online media, and monitors media coverage.
- Cultivate and nurture relationships with journalists, editors, bloggers, etc. to ensure a successful and dynamic public relations program.
- Collaborate with the Digital Marketing Manager to ensure that the visual brand and overall communication work is focused and effective.
- Collaborate with Governor's Office to ensure alignment of key messages.
- As the Acting PIO for OEDIT, will be responsible coordinating responses for all CORA requests and responses.

COMPETENCIES:

- **Leadership-** Creates and communicates a compelling vision; engage others to implement vision; builds enthusiasm; participation and positive morale and loyalty; takes charge of groups and situations; sets a strong leadership role by walking the talk; promotes a safe, challenging work environment.
- **Strategic Planning-** Identifies and analyzes organizational opportunities; accurately forecasts trends and emerging needs; frames strategic questions; makes decisions and deploys resources in alignment with strategic priorities; plans for future problems and opportunities by forecasting business trends and outside forces.
- **Negotiation & Issue Resolution-** Openly manages conflict and disagreement through collaborative discussion to reach positive conclusions; arrives at constructive solutions while maintaining positive working relationships; seeks win-win situations; diplomatically explores common and opposing options to reach mutually acceptable positive solutions.
- **Communication-** Is understood and understands others; clearly articulates key points when writing and speaking; actively listens; effectively interprets non-verbal communication and truly hears what a wide variety of people are trying to say; accurately assesses personal styles and adjusts own style of communication to optimize personal effectiveness.
- **Results Driven-** Drives for successful results; makes things happen and conveys sense of urgency; sets aggressive goals and works hard to achieve these goals; move tasks and assignments toward closure; invests considerable effort to assure goals are met in a high-quality manner.

EDUCATION AND EXPERIENCE:

- At minimum, a bachelor's degree in public relations, communications, journalism, or related field.



- 5 years of public relations and media relations experience. Experience must have included writing press releases, media advisories, fact sheets and/or briefs, or news stories/articles and pitching stories to the media.

QUALIFICATIONS:

- The preferred candidate will exhibit:
 - Strong background in journalism, print, TV, radio, daily journalism, monthly publications; previous experience in media communications
 - Excellent communication skills; comfort with and experienced in public speaking and superior writing skills
 - Experience writing speeches and talking points using the voice of an executive
 - Experience serving as a spokesperson for an organization
 - Ability to identify and successfully pitch stories to the media
 - Existing relationships with Colorado reporters, a keen understanding of the media landscape, and the stories that interest local media.
 - Experience with the press and in coordinating press conferences and other media events
 - Highly motivated and organized
 - Comfort with crisis management; ability to manage the media and communicate professionally under pressure
 - Ability to effectively log media stories, synthesize media tracking, and put into reports for the executive team
- Experience responding to requests made under the Colorado Open Records Act, Colorado Criminal Justice Records Act or the Freedom of Information Act is preferred.

Job Application Process:

Applicants should submit a cover letter, resume, and references *in one document* to The Office of Economic Development and International Trade by e-mail at OEDIT.info@state.co.us with the subject line “Communications Manager/PIO” by September 8, 2017. Due to the large volume of resumes we receive, we do not acknowledge receipt of each resume and are unable to give status updates. If a strong match is found between your qualifications and the requirements of the position, a member of the recruiting staff will contact you to further discuss the career opportunity.

