NATIONAL SAFE BOATING COUNCIL
POSITION DESCRIPTION

Class Title: Communications Director
Job Category: Full-Time
Supervisor: Executive Director
Supervises: Volunteers and Contractors
Location: Manassas, VA

Position Description:
The National Safe Boating Council (NSBC), a national 501(c)3 nonprofit organization, is seeking a Communications Director to help enhance the NSBC’s mission of safer boating through education, outreach and training. The opportunity would offer a communications professional the chance to manage and implement different outreach and marketing strategies on behalf of the organization and its membership.

This position works under the general direction of the Executive Director of the NSBC and requires a working knowledge of grant and contract preparation, accounting and processing and compliance activities in order to administer the Wear It! campaign grant.

The position also requires the Communications Director to develop marketing plans and strategies to promote the organization and its programs and products, and oversee day-to-day management of NSBC communications and outreach efforts.

General Duties and Responsibilities:

Coordinate and manage the North American Safe Boating Campaign (Wear It!) grant including year-round safe boating effort, National Safe Boating Week promotions to include: writing grant proposal for submission to the USCG (annually); preparing the budget; adhering to federal and NSBC procurement rules and regulations governing grant expenditures; preparing and submitting required federal and NSBC reports; planning, developing, and implementing the Wear It! campaign program.

Administer general communications for the NSBC to include: developing and executing a comprehensive communications and marketing plan; writing news releases, media alerts, articles promoting the efforts of the National Safe Boating Council and the Wear It! campaign (including coordination of newsletters, membership material, and other NSBC communications); create content and manage websites and an Association Management System, social media accounts (Facebook, Twitter, YouTube, Pinterest, and others as identified).

Serve as a liaison with federal, state and local agencies, press, and general public to include planning, organizing, and conducting meetings, conferences, seminars, and press
events, working with volunteers and member organizations to promote NSBC’s mission and the Wear It! message.

Perform miscellaneous administrative tasks including, but not limited to: analyzing reports and studies, preparing educational materials, preparing bid invitations, review bids, select bidder and recommend contract awards, purchasing equipment, material and supplies, preparing and monitoring expenses.

**Minimum Qualifications:**

**Training and Experience:** Bachelor’s degree in Communications, Public Relations, Marketing, Journalism, or related field supplemented by three years experience in working with public service organizations, media relations, marketing, or the equivalent combination of education and experience.

Recreational boating knowledge and experience is helpful, though not required.

**Special Knowledge, Skills and Abilities:**

**Knowledge:**

1. Supervisory principles/techniques
2. Public relations and communications
3. Organizational Marketing strategies
4. Contract and grant preparation
5. Accounting, budgeting

**Skills:**

1. Strong interpersonal skills required
2. Skills in working with the media
3. Marketing skills
4. Writing skills
5. Skills in working with others
6. Personal computer and related programs (Microsoft Office, Association Management System, social media)
7. Fax, copy machine, printer, calculator, digital camera and video camera

**Abilities:**

1. Communicate clearly through writing and speaking
2. Identify and define problems
3. Establish measurable results objectives and collect data
4. Establish facts and draw valid conclusions
5. Develop complex reports and papers
Additional Requirements: Normal workweek: Monday through Friday 9:00 am to 4:30 pm (one half hour for lunch) reporting to the Manassas, VA office. All federal holidays are not scheduled workdays. Unusual working conditions: Requires some travel, both day and overnight. Weekend travel on occasion. Travel is reimbursed per NSBC and federal guidelines. Some work conditions may be onboard boats and on the water.

The selected applicant must complete a NASBLA-approved boating safety course within six (6) months of hiring date.

Compensation: Compensation will begin in the mid $40,000s, is competitive and commensurate with experience.

To Apply:

Submit resume and letter of interest to:

Communications Director Search
ATTN: Rachel Johnson
National Safe Boating Council
9500 Technology Drive, Suite 104
Manassas, VA 20110

Or submit to RJohnson@safeboatingcouncil.org. Please, no calls or faxes.

The NSBC will be accepting applications until the position has been filled.