



**National Association of Black Accountants, Inc.**  
**7474 Greenway Center Drive – Suite 1120**  
**Greenbelt, Maryland 20770**  
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## **VACANCY ANNOUNCEMENT**

### **Communications Manager May 2010**

The Communications Manager is responsible for managing the development and implementation of the National Association of Black Accountants, Inc. (NABA) annual communications plan to support the association's vision and mission. In addition, the Manager has primary responsibilities for overseeing the development and distribution of all electronic and print communications, and executing the association's marketing, branding and public relations strategies. The manager is also responsible for the project, budget, and policy/procedure management for the Communications functional program area.

#### **CORE RESPONSIBILITIES**

- Create, implement and oversee annual communications plan that supports and advances NABA's strategic pathway and unifies and guides its communications efforts.
- Work with staff and volunteer leaders to identify and leverage communications opportunities with respect to external and internal audiences, including identifying and implementing creative ways to utilize new media to expand existing audiences.
- Manage all aspects of production of multiple, concurrent print and electronic communications including reviewing each for attention to detail, accuracy, and adherence to deadlines.
- Serve as staff liaison to Marketing and Branding Committee.
- Partner with association and staff leadership to identify and select and secure keynote speakers for Annual National Convention and other association events and programs.
- Serve as content manager of the association website to ensure that content and messages are aligned with the association's branding, marketing and communications strategies.
- Write or manage the writing of web content, press releases, speeches, articles, presentations.
- Edit or manage the editing of organizational materials/corporate documents; develop and disseminate the association's preferred writing style guidelines for internal and external audiences.
- Oversee the development of all print collateral, including brochures, posters, media kits, etc.
- Manage and respond to all incoming media requests and identify media opportunities for the organization.
- Develop and maintain the annual budget for the Communication functional program area consistent with organizational plans and established financial guidelines. Manage the identification, RFP solicitation, selection and monitoring of external communications vendors.
- Develop goals and participate in strategic planning and other organizational planning activities in collaboration with leadership and other senior staff.
- Supervise support staff.

**Qualifications**

Knowledge typically acquired through:

- Bachelor's degree in communications, journalism, public relations or marketing
- 5-7 years of progressive communications and media relations experience

Scope and depth of technical skills/knowledge:

- Demonstrated track record in the development, management and execution of integrated and impactful communication strategies
- Demonstrated track record of strong persuasive communication skills and of using multiple and diverse communication media, including social media to engage audiences and achieve desired outcomes
- An understanding of the current public policy and media landscape is a strong plus
- Superior writing, copyediting and interpersonal and communication skills; knowledge of AP and Chicago styles
- Strong command of the English language and excellent writing, spelling and grammar skills
- Excellent computer skills and knowledge of Microsoft Office Suite 2007 and other computer applications and social networking technologies and their applications; proficient in HTML code and editing capabilities; Familiarity with Web 2.0
- Strong project, budget and personnel management skills

Scope and depth of non-technical skills/knowledge:

- Facilitative approach to management and strong facilitative leadership skills, including the ability to encourage initiative and cooperation among staff, members and volunteer leaders
- Demonstrated ability and commitment to the team approach in achieving work goals
- Ability to work in a fast-paced, team-oriented, hands-on environment and work effectively under pressure; meet deadlines; organize and prioritize multiple tasks with attention to detail and maintain a flexible approach to changing priorities and methods
- Strategic and creative approach to work

**Salary:** Commensurate with experience

**Closing Date:** Resumes will be reviewed on a rolling basis until the position is filled.

Please submit a cover letter and current resume to [resumes@nabainc.org](mailto:resumes@nabainc.org) and include Communications Manager position in the subject line.

**Equal Employment Opportunity**

The National Association of Black Accountants, Inc. (NABA) is, and has been from its inception, an equal opportunity employer. All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, personal appearance, family responsibilities, political affiliation, or enrollment in a college, university, technical school, or adult education.