



## **DIRECTOR, STRATEGIC COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT**

Office: Executive  
Status: Exempt – Executive  
Grade: 57E

### **ORGANIZATIONAL RELATIONSHIPS**

Reports to: Executive Director/CEO or Designee  
Supervises: Staff as assigned

### **DEFINITION**

The Director of Strategic Communications and Stakeholder Engagement (DSCSE) is responsible for designing and implementing communications and stakeholder engagement strategic plans, and for overseeing all State Bar communications and outreach functions and initiatives, both internal and external, for all departments and functional areas, consistent with the objectives of the CEO/ED and the State Bar's statutory mission. The State Bar's overall program of communicating with the public, the media and its members, is the responsibility of the DSCSE.

The DSCSE is a member of the State Bar's Senior Executive Team (SET) and is responsible for administration of the budget, personnel and support activities assigned to the Department of Communications and Stakeholder Engagement, as well as all other areas involved in communications initiatives on behalf of individual departments. The work of the DSCSE is governed by the policy parameters established by the Board of Trustees, as executed by the State Bar CEO/Executive Director.

### **MAJOR DUTIES & RESPONSIBILITIES**

1. The DSCSE is responsible for developing and maintaining professional relationships with external constituencies, and collaborating with, and developing a strategy for, working with representatives of the media, to include developing strategies to increase positive media coverage of the State Bar.
2. The DSCSE is responsible for developing and administering a communications strategic plan that reflects all State Bar communications functions and initiatives. The communications strategic plan serves as a means for communicating with the State Bar employee work force, the public, media and all other stakeholders, including the Supreme Court, Governor, Legislature and others, consistent with the governing authorities applicable to the State Bar.
3. The DSCSE is responsible for the development and administration of a State Bar stakeholder engagement strategic plan which reflects all State Bar engagement

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functions and initiatives, including bar relations and public education, with a particular focus on efforts targeting immigrant and non-English speaking communities, and other vulnerable populations.

4. The DSCSE is a member of Senior Executive Team (SET) and is also responsible for establishing and maintaining effective and collaborative working relationships with all Departments of the State Bar.
5. The DSCSE works with the CEO/ED, other senior State Bar staff, and Board of Trustee members as appropriate, to develop and implement a legislative relations strategy for the State Bar.
6. The DSCSE is responsible for maintenance and continuous improvement of the State Bar's website, to include the integration of a number of independent sites maintained by various State Bar departments with the organization's primary site.
7. The DSCSE oversees the development, supervision, review, hire and termination of assigned staff within the Department, consistent with over all State Bar policy.
8. The DSCSE oversees and initiates as appropriate, inter-office projects, programs and activities, working collaboratively with colleagues in other State Bar departments.
9. The DSCSE provides practical and policy guidance, as well as staff support, to the Board of Governors to facilitate the State Bar's overall program of communication with the public, the media, governmental stakeholders and members of the State Bar.
10. The DSCSE is responsible for developing communications systems to ensure the timely response to inquiries from the public, Board of Trustees, the Judiciary, the Legislature, the Governor's Office, State Bar members and other constituencies.
11. The DSCSE is responsible for preparation and administration of the budget of the Department as well as overseeing the management of the resources and personnel assigned to communications activities.
12. The DSCSE is the State Bar's chief spokesperson on all matters related to the State Bar, its structure and activities, in co-ordination with the Executive Director and the Senior Management Team.
13. The DSCSE assumes other duties and responsibilities as assigned.

### **KNOWLEDGE & SKILLS**

1. Advanced principles of mass communications, journalistic, editorial, social and traditional media, public relations, and educational communications including web-based standards.
2. Advanced principles of strategic planning, operations, policy development and implementation.
3. Advanced principles of government office management, budgeting, administration and supervision.
4. Advanced principles of problem identification, analysis and resolution.
5. Excellent written, oral, and public speaking skills.
6. Excellent customer service skills.
7. Principles of government affairs and theories of effective communication with different stakeholders and constituencies.

### **ESSENTIAL ELEMENTS / ABILITY TO**

1. Receive and relay detailed information through verbal and written communication.
2. Travel by air and automobile.

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3. Review and analyze complex written documents.
4. Speak publicly to large groups.
5. Perform under stress and adopt effective courses of action.
6. Act collaboratively and effectively with others in a dynamic environment.
7. Effectively address conflict.
8. Retrieve, lift and carry files and documents weighing up to ten (10) pounds with reasonable accommodations.

### **MINIMUM QUALIFICATIONS**

1. Bachelor's Degree in communications, journalism, English, public administration, or other related field;
2. Minimum ten (10) years of progressively responsible experience in communications, media relations, legislative relations, stakeholder engagement, or other related field, in a public sector, legal or nonprofit environment, or equivalent;
3. Minimum five (5) years senior level management/supervisory experience with personnel and budget responsibilities;
4. Master's Degree in related field, or a Juris Doctorate, may substitute for up to two (2) years of experience.

*Revised February 2016*