



**Communications Director  
Anchorage Economic Development Corporation (Anchorage, AK)**

The Anchorage Economic Development Corporation (AEDC), a private 501(c) 6 non-profit organization, is seeking to engage a dynamic, experienced business professional to serve as the communications director for the organization.

Salary Range: \$55,000+ DOE, plus competitive benefits package

General Purpose:

The communications director is responsible for all AEDC communications functions including public relations, advertising and marketing to:

1. Supporting the successful advancement of AEDC's vision that by 2025, Anchorage will be the #1 city in America to live, work and play and thereby improving the local community environment that supports and encourages entrepreneurship and new business creation.
2. Improve the economic strength within the Municipality of Anchorage and the Southcentral region of Alaska through business development, recruitment, retention and expansion of existing businesses that ultimately results in the creation of jobs.
3. Enhance AEDC's image and standing within the region as a leader of economic development efforts, a reliable business information resource, and a respected provider of perspectives on the local, regional and state economies.

In collaboration with the President and CEO, this important member of the AEDC team will be tasked with core processes responsibilities including:

- The development, allocation and day to day oversight of the communications, PR and marketing annual budget
- Creative direction of marketing, PR and advertising campaigns
- Overseeing advertising, public relations and marketing contracts including managing agency budgets and relationships
- Lead design, branding, advertising and content development for AEDC's two major annual reports and luncheons.
- Oversight of and coordination with communications coordinator
- Maintenance of website including regularly posting updates and working with contractors to improve functionality and efficiency
- Monitoring, developing and maintaining social media sites including Facebook, Twitter, LinkedIn and new applications as they become available
- Editing and proofing correspondence before public dissemination
- Tracking and disseminating to key staff media and stories about Anchorage, its economy, AEDC and the Live. Work. Play. initiative
- Physical production and design of AEDC reports, newsletters, event materials and all collateral
- Works with President & CEO to book appropriate speaking engagements
- Works with President & CEO and other staff to develop talking points and presentation for public presentations and speaking engagements
- Work with Development Director to execute annual and special events and coordinated marketing campaigns
- Work with Business and Economic Development Director and Live. Work. Play. Director to execute outreach strategies and coordinated marketing campaigns



- Develop marketing material and collateral as requested by AEDC staff
- Responsible for developing new campaign initiatives for AEDC
- Responsible for maintaining AEDC brand identity and growing brand recognition
- Other duties as assigned

**Educational and Work Experience Requirements:**

Bachelor's degree in communications, marketing, public relations or a related field preferred.

Minimum of two or more years work experience in the communications, PR and/or marketing position. Previous experience in a leadership position in these professions a plus.

Experience leading and directing staff

**Job Requirements and Key Skills:**

Applicant must possess excellent organizational skills, time management skills, oral communication, writing and design skills. Entrepreneurial initiative and project management skills.

Working knowledge of Microsoft Office applications including Word, Excel, Outlook and PowerPoint.

Proficiency in Adobe Creative Suite including InDesign, Photoshop, Illustrator, Acrobat.

Proficiency in Prezi, experience with website content management system WordPress or similar and experience with email marketing system MailChimp, Constant Contact or similar.

Ability to effectively lead and direct staff.

**Other Requirements:**

Valid Driver's License

If chosen to be interviewed, must be able to provide (3) three writing samples and (3) production examples from past work experiences related to position being applied for.

Must be capable of lifting 50 pounds without assistance.

Must be able to pass a background check.

**About the Anchorage Economic Development Corporation (AEDC)**

AEDC is a private non-profit 501(c)6 organization formed in 1989 as a public-private partnership between local business and governmental institutions. It is governed by a Board of Directors whose 15 voting members are appointed from AEDC's 200+ private sector member companies. The non-voting board members are appointed from the Municipality of Anchorage, the State of Alaska and local partner organizations.

AEDC exists to grow a prosperous, sustainable & diverse economy for Anchorage. Our vision is that by 2025, Anchorage will be the #1 city in America to Live, Work and Play.

From our history to date and from the commitments that we all share now about the future, we have defined the values that should guide all of our activities and staff in the years to come. These are our core values:

Integrity: Being transparent & ethical in all our dealings.

Credibility: Demonstrating competency & expertise in everything we do.

Proactive: Creating opportunities through innovative actions.

Collaborative: Leveraging our strengths with the strengths of others.

**To apply for this position:**

Submit a letter of interest, resume and samples of design work and written communications to [ameyers@aedcweb.com](mailto:ameyers@aedcweb.com) or via U.S. mail addressed to:

Anchorage Economic Development Corporation

Attn: Communications Director Applications



510 L Street, Suite 603  
Anchorage, AK 99501