



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

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 communications director for the organization.

Salary Range: \$65,000+ DOE plus competitive benefits package to include Medical, Dental, Vision, STD, LTD, Life, FSA, HRA, four weeks PTO, ten paid holidays, 3% SIMPLE Plan match and paid parking.

General Purpose:

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

1. Support the successful advancement of AEDC's vision that by 2025, Anchorage will be the #1 mid-size city in America to live, work and play, 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 Southcentral region of Alaska through the promotion of business development, recruitment and 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 respected provider of perspectives on local, regional and state economies.

In collaboration with the President and CEO, this key AEDC team member is responsible for core processes including:

- Providing strategic counsel and direction to President and CEO on key community issues
- Maintaining and strengthening relationships with partner organizations through cross-promotion of events and campaigns and identification of opportunities for collaboration
- Sending regular updates to AEDC investors and the public to secure the organization's position as a dependable source of Anchorage-based business intelligence
- Leading design, branding, advertising, and content development for AEDC's annual, monthly and quarterly reports
- Maintaining and improving the AEDC website
- Overseeing and tracking AEDC's digital presence across all social platforms
- Tracking and disseminating to key staff media and stories about Anchorage, its economy, AEDC and the Live. Work. Play. initiative
- Ensuring that key staff members are prepared for public appearances, including development of talking points and presentations
- Development and day to day oversight of the communications, PR and marketing annual budget
- Working with Development Director to execute annual and special events
- Working with Strategic Initiatives Director on Live. Work. Play related outreach strategies and coordinated marketing campaigns
- Developing new campaign initiatives for AEDC
- Maintaining and growing AEDC brand and brand recognition
- Other duties as assigned



Educational and Work Experience Requirements:

Bachelor's degree in communications, marketing, public relations, or related field preferred. Minimum three years work experience as a communications, PR and/or marketing professional. Previous experience in leadership position in these professions a plus.

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.

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

Other Requirements:

Valid Driver's License, must be capable of lifting 30 pounds without assistance.

If selected for an interview, applicant must provide three writing samples and three collateral examples related to position being applied for. Must be able to pass a background check.

About 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. Non-voting board members are appointed from the Municipality of Anchorage, State of Alaska and local partner organizations.

AEDC exists to grow a prosperous, sustainable and diverse economy for Anchorage. Our vision is that by 2025, Anchorage will be the #1 mid-sized 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 our activities and staff in the years to come. Our core values are:

Integrity: Being transparent and ethical in all our dealings.

Credibility: Demonstrating competency and 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 dfernandez@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

AEDC is an EEO/ADA employer.