



SINCE 1902

CONFERENCE OF STATE BANK SUPERVISORS

**Conference of State Bank Supervisors (CSBS)
Job Description**

Job Title	Director of Communications
Reports To	Vice President of Communications
Department	Policy and Supervision
FLSA Status	Exempt
Date	August 2017
Position #	227
Grade	7

Job Summary

The Director of Communications will help implement CSBS communication strategy through media relations and CSBS campaigns. This position will be responsible for cultivating and managing relationships with key members of the media, enhancing the CSBS brand externally, and leading key communications efforts that effectively position state bank supervisors with key stakeholders. Incumbents will have strong experience and track record in media relations, a solid understanding of financial services regulation, and the ability to translate complex information into messages and communications understandable by lay people.

Essential Functions

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily. Reasonable accommodations may be made to enable individual with disabilities to perform the essential functions. Other duties may be assigned to meet business needs.

For media relations:

1. Define and implement media outreach for CSBS
2. Cultivate relationships with key reporters in trade and general business media outlets
3. Serve as an external spokesperson on all matters, including sensitive information
4. Organize media briefings and reports
5. Lead and manage key communications campaigns
6. Write a variety of communications material, such as press releases, Q&As and blogs
7. Leverage CSBS digital media outlets to expand distribution of CSBS messages

Minimum Qualifications

To perform this job successfully, an individual should possess the knowledge, skills, and abilities listed and meet the amount of education, training and/or work experience required.

Education/Experience



SINCE 1902

CONFERENCE OF STATE BANK SUPERVISORS

Bachelor’s degree; master’s degree preferred. Seven-to-10 years of experience working in media relations and related communications fields; or a commensurate combination of education and experience.

Knowledge/Skills/Abilities

1. Strong experience in media relations, with a track record of results
2. Excellent written, visual and verbal communication skills
3. Demonstrated experience in defining and leading communications campaigns
4. Strong understanding of financial services and state bank regulation
5. Project management
6. Ability to identify and incorporate best practices into communications efforts
7. Strong interpersonal skills that create effective partnerships
8. Capable of performing a supervisory role

Working Conditions

General office. Travel approximately 20% of the time.

This job description should not be construed to imply that these requirements are the only standards for the position. Incumbents will follow any other instructions and perform any other related duties as may be required. CSBS has the right to revise this job description at any time. CSBS is an “at will” employer and as such, neither this job description nor your signature constitutes any form of contractual arrangement between you and CSBS.

Employee’s Signature	Date:
Manager’s Signature	Date: