



Position Title: Director, Public Relations & Industry Affairs

Salary: Open

FLSA: Exempt

Dual Reporting to: Executive Vice President & Chief of Staff and CEO

Position:

The Director of Public Relations & Industry Affairs has the responsibility to develop and implement communication strategies to expand the reach and broaden the impact of Global Cold Chain Alliance's programs and oversee organizational messaging. The Director will be responsible for all communications and public relations messaging, content management, and message continuity. The Director will establish and cultivate relationships with the news media and will formulate, draft, edit and pitch various forms of communication.

The Director will work with other department managers and the senior management team making recommendations and implementing the communication strategy for all events and projects across GCCA's four core partner organizations with offices across the globe: International Association of Refrigerated Warehouses (IARW), International Association of Refrigerated Transportation (IRTA), World Food Logistics Organization (WFLO), and Controlled Environment Building Association (CEBA).

Responsibilities:

- Develop and implement a cohesive, integrated global communications plan inclusive of short and long-term objectives and performance measures that aligns the needs and priorities of the organization.
- Develop and manage budgets for all communications activities.
- Raise the profile and visibility of the "Cold Chain" and GCCA's outstanding programs through enhanced outreach and collaboration and partnership initiatives.
- Collaborate in the development and implementation of communication strategies as they relate to government relations, public relations and other related programs.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding GCCA's programs, meetings/events, public announcements, and other projects.
- Exercise judgment to prioritize media, press releases, and public speaking opportunities - preparing talking points, presentations, and other supporting material as needed.
- Serve as primary point of contact with all media and work with the EVP & Chief of Staff and the President & CEO to research and develop appropriate responses to media inquiries.
- Manage the development, distribution and maintenance of newsletters, action alerts, recalls, annual report, press releases, and e-newsletters.
- Ensure that new and consistent information (article links, stories, and events) is posted regularly on GCCA's website.
- Utilize social media tools to increase GCCA's presence and engagement with its members and the community.
- Provide a daily morning synopsis of top industry news items, including press stories about GCCA and/or our members.

- Oversee the production and distribution of promotional video segments produced in and out of house.
- Provide support to the production team for GCCA's print publication, "Cold Facts."
- Represent GCCA at various partner and industry organization events as identified by the President/CEO.
- Performs other duties as assigned.

Qualifications:

- Bachelor's degree in related field of study.
- Five or more years of related background, training and management experience.
- Strong knowledge and skills relating to the latest applicable software and technology including leading social media tools.
- Excellent oral and written communications skills.
- Detail oriented self-starter with strong organizational and time management skills.
- Team player with proven ability to collaborate with staff on projects.
- Proven customer service experience.
- Ability to multitask on simultaneous projects while meeting assigned deadlines.
- Candidates with experience working with Regulatory Agencies, Congressional Offices preferred.
- Ability to travel when required.

GCCA offers a comprehensive benefits package including health insurance, dental insurance, life insurance, and matching 401(K) contribution. GCCA headquarters is located at 241 18th Street South, Suite 620, Arlington, VA. GCCA is an EEO employer.

Interested candidates should submit a cover letter, salary requirements, and resume to mcostello@gcca.org. No calls please.