

National Beer Wholesalers Association Communications Director

Job Description and Duties

Summary

The National Beer Wholesalers Association (NBWA) is the leading advocacy organization for America's more than 3,000 beer and beverage distributors. NBWA is seeking a communications director to help manage internal, membership and external communications initiatives.

The communications director plays a critical role in managing all aspects of the association's day-to-day communications. The communications director writes and edits a wide variety of print and online collaterals for the association. The communications director plays an integral role in managing the association's creative projects, including video, graphics and the association's website. The communications director serves as a primary contact for media. Additional responsibilities will be assigned based on the abilities of the successful candidate.

Essential Functions

- Collaborates with staff across the organization to communicate with the association's membership, industry partners, policymakers, the media and the public. Works closely with the communications team to achieve department goals.
- Serves as chief editor for all NBWA written projects and publications, including emails, op-eds, news releases, website and social media content.
- Coordinates marketing materials for the association's annual events, including the Legislative Conference, Convention and Next Generation Conference.
- Manages an editorial calendar and produces communications resources for PR and communication professionals within the association's membership.
- Serves as a primary contact for media inquiries.
- Manages the NBWA website and microsites.
- Contributes to additional department projects as needed.

Requirements

Minimum Education and Experience:

- Bachelor's degree in communications, public relations or related field.
- 5+ years of experience with a public relations agency, trade association or on Capitol Hill.

Required Skills and Abilities:

- Ability to work as part of a team and independently. Ability to work with limited direction and thrive in a dynamic environment as priorities shift.
- Excellent writing and editing skills.
- Ability to manage external creative consultants. Familiarity with design and editing software and ability to edit and create videos and other collaterals a plus.

- Strong knowledge and experience with social media platforms.
- Excellent organizational and time management skills.
- Exceptional analytical, critical-thinking and problem-solving skills.
- Ability to collaborate with team members to continually improve communications offerings to best serve our members and tell the story of the beer and beverage distribution industry.

Reporting Relationships

- Reports directly to the vice president of communications.
- Coordinates frequently with members of all departments to develop and disseminate association communications.
- Demonstrates maturity needed to work directly with senior leadership and fill in for the vice president as needed.

Working Conditions

- Hybrid office environment.
- Some travel required.