

**JOB TITLE:**

**Senior Director of Communications and Strategic Initiatives**

**REPORTING TO:**

**President of Leadership Kentucky**

**ABOUT LEADERSHIP KENTUCKY**

The flagship *Leadership Kentucky* program began in 1985 and brings together a select group of people who possess diverse leadership abilities, career accomplishments, and volunteer activities to gain insight into complex issues facing the state. Each year, approximately 50 participants, chosen from throughout the Commonwealth, receive perspective of critical issues impacting Kentucky's employers, communities, and citizens. Through a series of seven monthly, three-day sessions held in various locations in the state, Leadership Kentucky participants are educated about the Commonwealth of Kentucky and its challenges.

In 2014, Leadership Kentucky introduced *New Executives to Kentucky*. At this exclusive, invitation-only event, senior level executives, who have been in Kentucky less than two years, are hosted in Frankfort for a complimentary, one-day political and cultural immersion. Executives talk with Kentucky's current leaders and explore the state's opportunities, needs, and resources while learning about its rich cultural heritage.

Launched in 2017 is *ELEVATE Kentucky*, which offers young professionals in-depth personal and professional development while fostering a better understanding of challenges facing our Commonwealth. *ELEVATE* participants return to their companies with increased skills, knowledge, perspective, and a new statewide professional network. Millennial leaders are better prepared to be catalysts in their companies and communities to *ELEVATE Kentucky*.

In 2019, *BRIGHT Kentucky* was designed to build the capacity of **next-generation leaders** (average age 21-40) in the Appalachian region of Kentucky to innovate, collaborate, advance community and economic development. In a series of five monthly, three-day sessions, *BRIGHT Kentucky* engages entrepreneurial minds from all sectors and regions to offer non-partisan, ethical leadership training, expanded networks, and mentors designed especially for residents of the 54 Kentucky counties of the Appalachian Regional Commission (ARC).

Leadership Kentucky broadens the perspectives of diverse leaders through experiential education that inspires them to advance Kentucky. Leadership Kentucky believes that one of the best ways to accomplish this is by bringing together groups of leaders, showcasing all that the Commonwealth has to offer, discussing issues, and connecting with other leaders. By fostering a better understanding among leaders, Leadership Kentucky graduates serve as important participants in a unified effort to shape Kentucky's future.

**JOB SUMMARY**

The **Senior Director of Communications and Strategic Initiatives** will work with Leadership Kentucky staff, graduates, board members, colleagues, vendors, and others to plan and produce programming designed to educate, engage, and inspire a diverse, growing group of alumni leaders in Kentucky. The **Senior Director of Communications and Strategic Initiatives** will work to encourage participation by graduates in Leadership Kentucky activities, identify potential like-minded partners with whom Leadership Kentucky can collaborate regionally and statewide, and assist with planning and execution of alumni activities. The position will coordinate all communications efforts as well as assist with fundraising, encourage enrollment in membership through alumni dues, research and develop alumni programming, and general participation in any/all programs involving Leadership Kentucky class members and alumni. The position is also responsible for creating reports, developing, and monitoring budgets, planning events, organizing, and preparing agendas for meetings and conference calls, preparing Regional Chairs for meetings, providing event registration assistance, planning and execution of the Annual Alumni Luncheon, and correspondence regarding these programs and events. The **Senior Director of Communications and Strategic Initiatives** will produce the LKY newsletter, direct social media, co-manage the LKY website, and assist with other duties, as necessary. This position reports to the President of Leadership Kentucky.

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## **Senior Director of Communications and Strategic Initiatives: JOB SPECIFICATION**

The ideal candidate will be able to demonstrate the necessary administrative, communications, technical skills, experience, and competence to immediately add value to the work of the organization, staff, board of directors, alumni, colleagues, sponsors, vendors, and volunteer leaders. **The Senior Director of Communications and Strategic Initiatives** will ensure the timely delivery of delegated tasks and quality services under general supervision only. The **Senior Director of Communications and Strategic Initiatives** will:

- ✦ Possess well-developed, mature, interpersonal, leadership, and communication skills, including ability to work in a highly collaborative environment.
- ✦ Be results oriented and self-motivated.
- ✦ Demonstrate examples of having worked on his/her own initiative and with teams in the past.
- ✦ Be capable of exercising a high degree of delegated responsibility.
- ✦ Experience in the non-profit sector, including volunteer management.
- ✦ Ability to read, analyze, and interpret complex documents and budgets.
- ✦ Respond effectively to the most sensitive inquiries or complaints.
- ✦ Strong time-management/organizational skills, including the ability to prioritize and juggle multiple tasks.
- ✦ Exhibit fundraising experience.
- ✦ Serve Leadership Kentucky members, going ‘above and beyond’ to assist.
- ✦ Excellent written and verbal communications skills, good judgment, and attention to detail.
- ✦ Deliver work to a high standard with tight deadlines.
- ✦ Work cooperatively and maintain a positive rapport with Leadership Kentucky staff, board members, alumni, colleagues, vendors, and volunteers.

## **Senior Director of Communications and Strategic Initiatives: DUTIES**

- ✦ Maintain professional, positive attitude, and confidentiality of information.
- ✦ Demonstrate superior skills in meeting and event planning.
- ✦ Work with the President to develop/manage marketing materials: including/not limited to signs, invitations, programs, videos, communications pieces, and social media posts.
- ✦ Assist in documenting event outcomes and media/related publicity related to alumni activities.
- ✦ Provide reports for President and Board of Directors.
- ✦ Assist with development and execution of alumni events.
- ✦ Coordinate event registrations and payments.
- ✦ Assist with a database to prepare lists.
- ✦ Work with President and board members to develop and implement innovative and effective funding plans, identify, and prepare grant opportunities, and help secure program sponsorships and in-kind donations.
- ✦ Identify ways of demonstrating value of Leadership Kentucky to donors and alums in order to ensure long-term, continued funding.
- ✦ Make effective presentations on complex topics to top management, members, and/or boards of directors.
- ✦ Demonstrate expertise of MS Office, including Word, Excel, Outlook and PowerPoint, databases to execute successful events, as well as Premier Pro, Adobe products such as InDesign, Illustrator.
- ✦ Assist with setting Board of Directors/Committee meetings and production of minutes.
- ✦ Increase engagement of graduates in recruitment, referrals, attendance, mentoring, and financial support.
- ✦ Grow alumni dues-paying membership.
- ✦ Exemplify excellent communications skills, including writing, public speaking, and meeting facilitation.

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- Assist with management of contracts and insurance policies, identify program sponsors, manage logistics and budget, and ensure quality execution of the various alumni program activities which support the vision and objectives of the overall Leadership Kentucky organization.
- Understand other Leadership Kentucky staff responsibilities in order to assist colleagues, as necessary.
- Other duties as assigned.

**Essential Qualifications, Attainments, and Experience**

- College education or commensurate professional experience. Bachelor's degree preferred.
- Demonstrate a high degree of computer literacy - to include competence in the following Microsoft applications – Word, Excel, PowerPoint, Outlook, Premier Pro as well as basic database software.
- Possess relevant and exceptional work experience in an office work environment.
- Demonstrate knowledge and skills in the preparation and maintenance of proper financial records.
- Preference will be given to Leadership Kentucky alumni.

**SPECIAL REQUIREMENTS AND WORK CONDITIONS**

- Typical work hours are between 9:00 a.m. to 5:00 p.m. Monday-Friday.
- Work will be conducted from office space in Frankfort, home office, and travel throughout the Commonwealth for LKY activities.
- Local and statewide travel required.
- Occasional evening/weekend work.
- Position requires the physical ability to remain in a stationary position and/or move about in an office or worksite; operate a computer; accurately communicate information and ideas so that others will understand; observe details, climb stairs, lift, and carry up to 35 pounds, and assist with set-up/breakdown of events.
- Driving is required for this position, and candidate must have reliable transportation, a current Kentucky Driver's License, proof of insurance, and a good driving record.

Send resume'/work samples to:

Janice Way, President

Leadership Kentucky

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