



OFFICE OF THE STATE AUDITOR
DIRECTOR OF COMMUNICATION AND OUTREACH

OSA Posting Number 2012-40

SALARY RANGE: \$70,000 - \$92,000 (Commensurate with experience)

GENERAL STATEMENT OF DUTIES:

The OSA Director of Communication and Outreach has a diverse range of duties with the central goal of shaping and conveying the goals and work of the OSA to internal and external audiences.

SUPERVISION RECEIVED:

Work under the direct supervision of the Chief of Staff and collaborate extensively with the Auditor, First Deputy Auditor, and members of the OSA Senior Staff.

SUPERVISION EXERCISED:

Exercise direct supervision over OSA Communication and Outreach staff (2-3 individuals) and others as directed.

DUTIES AND RESPONSIBILITIES:

The Director of Communication and External Affairs is expected to carry out the following work:

- Lead the development of the OSA's overall strategic communications plan and messaging, working with the Auditor, Chief of Staff, First Deputy Auditor, other Deputy Auditors and Directors;
- Build and maintain relationships between the OSA, the Auditor and the various media outlets;
- Manage the creation and content development of all collateral and other materials for external and internal use (i.e. op-eds, newsletters and other items);
- Work with appropriate staff to draft speeches for the Auditor, testimony for legislative hearings and other presentations;
- Prepare high-level memorandums, briefing documents, and other written material;
- Respond in a timely fashion to inquiries from a variety of sources, including the media, community organizations and members of the public;
- Assist in the management of new internal and external communication projects including refinement of marketing tools, implementation of a branded and unified public image, showcasing of OSA and staff capabilities, leveraging of conferences and events, promotion of professional image and successful partnerships, and related professional profile and communications initiatives as assigned;
- Prepare senior level reports and related professional profile and communications initiatives as assigned;
- Work closely with municipal officials, local businesses, community organizations and individual members of the public to help them understand the work of the OSA, including audit reports, decisions of the Division of Local Mandates and other publications;
- Work with staff throughout the office to develop programs that help educate local officials, non-profits and vendors, community groups, and members of the public about the workings of the auditor's office, including the audit process, the local mandates law, and Bureau of Special Investigations, in order to assist them in better understanding how to prepare for an audit or to more effectively use reports and publications produced by the OSA;
- Work with Executive Staff to assist with identifying scheduling opportunities for the Auditor, and preparing and staffing the Auditor for events;



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- Develop and maintain a comprehensive knowledge and understanding of OSA programs, policies and procedures;
- Perform other duties as assigned.

Note: Due to the necessary duties of this position, the candidate may be required to be on call and/or work weekends and/or evenings.

MINIMUM QUALIFICATIONS:

The successful candidate will possess and/or demonstrate:

- Bachelor's degree (advanced degree preferred) with seven or more years of progressively responsible experience in communications, journalism, public relations, community relations or a related field; experience in the public sector a plus;
- Demonstrated experience in effectively managing multiple projects in a fast-paced, demanding environment and managing competing priorities and demands;
- Exceptional written, verbal and interpersonal communication and listening skills, including but not limited to the ability to communicate persuasively and dynamically about the OSA and its programs. Proficient with MS Office products (Excel, Word, PowerPoint);
- Experience in interactive/digital media communications, including web design and content management, social media and blogs;
- Experience in social media marketing, with in-depth knowledge of social media platforms and tools (including Facebook, Twitter, YouTube, LinkedIn, Google analytics, etc.) and how they can be deployed as part of overall strategy;
- Consistent drive and ability to take ideas from vision to implementation;
- Team member with strong inter-personal skills, organized, able to work with a broad spectrum of colleagues and partners.

PREFERRED QUALIFICATIONS:

Experience and expertise in the following areas are a plus:

- Knowledge of the Commonwealth's communications and external relations practices.
- Experience with Customer Relationship Management (CRM) software and resources.
- Experience in supervising, mentoring, motivating and evaluating staff.

Salary is commensurate with experience.

To apply, please submit an electronic copy of a cover letter and resume along with a copy of [OSA's Voluntary Self Identification Form](#), no later than December 31, 2012 to OSA.applications@sao.state.ma.us

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