



OFFICE OF THE STATE AUDITOR

COMMUNICATIONS MANAGER

OSA Posting Number 2015-31

SALARY RANGE (Grade 14A) \$59,452.85 to \$89,178.87 (Commensurate with experience)

GENERAL STATEMENT OF DUTIES:

The OSA Communications Manager has a diverse range of duties with the central goal of conveying the goals and work of the OSA to internal and external audiences.

SUPERVISION RECEIVED:

Work under the direct supervision of the Deputy Auditor of Communications and External Affairs and collaborate extensively with the Auditor, Chief of Staff, other Deputy Auditors, and members of the OSA Senior Staff.

SUPERVISION EXERCISED:

Exercise direct supervision over Press Assistant and others as directed.

DUTIES AND RESPONSIBILITIES:

The Communications Manager is expected to carry out the following work:

- Working with the Deputy Auditor of Communications and External Affairs, develop and lead the implementation of the OSA's overall strategic communications plan, working with the Auditor, Deputy Auditor of Communications and External Affairs, Chief of Staff, and other Deputy Auditors and senior staff;
- Build and maintain relationships between the OSA, the Auditor and the various media outlets;
- Write and manage 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;
- Communicate with reporters in person, by email and phone and provide the press with information as needed;
- Oversee development of a social media calendar and implementation of a digital strategy;
- Work with the Press Assistant and IT department to update the website regularly;
- Coordinate with External Affairs staff to provide communications support for legislative priorities;
- Prepare high-level memorandums, briefing documents, and other written material as necessary;
- Respond in a timely fashion to inquiries from a variety of sources, including the media, community organizations and members of the public when appropriate;
- Proactively identify opportunities to insert the OSA into current events and respond quickly;
- 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;
- Develop and maintain a comprehensive knowledge and understanding of OSA programs, policies and procedures;



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- Partner with executive management to develop quantifiable metrics to monitor communications performance
- Review and evaluate communications procedures, processes, methods, and standards to ensure that OSA is achieving quality results
- Conduct research on specific topics as assigned and develop reports as needed
- 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 with 5 years of progressively responsible experience in communications, public relations, public affairs, 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;
- Demonstrated ability to react quickly and calmly under pressure;
- Experience mentoring and motivating staff;
- 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;
- 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 and evaluating staff.

Salary is commensurate with experience.

No Phone Calls Please:

To apply, please submit an electronic copy of a cover letter and resume, no later than October 5, 2015 to OSA.applications@sao.state.ma.us when you apply, we invite you to submit a copy of the [OSA's Voluntary Self Identification Form](#), with your resume



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