

Cannabis Control Commission (CNB)
Job Description

DEADLINE EXTENDED UNTIL 11/15/17

Job Title: Communications Director

Reports To: Executive Director

I. PURPOSE OF THE JOB

The Communications Director is responsible for the management and implementation of strategic communications and all media relations for the Cannabis Control Commission (“the Commission”). The Director will work closely with the Executive Director, Commissioners and senior managers to execute a communications plan that is timely, relevant, engaging and consistent with the mission, goals and programs of the Commission. The Director is responsible for providing advice to the Executive Director and Commissioners about policy and political issues that may impact the Commission.

II. FUNCTIONS AND RESPONSIBILITIES

- Serve as chief media spokesperson for the Commission.
- Develop and execute a proactive communications plan to drive strategic initiatives and priorities for the Commission, including working with the Executive Director to develop a multi-platform media strategy.
- Work with the Executive Director and Commissioners on public education, outreach and the proactive implementation of a community engagement plan.
- Manage communications strategy for the Commission.
- Handle all media inquiries.
- Coordinate with the Commission’s records access officer (“RAO”) to respond to public records requests from the media.
- Oversee and manage information held by the Commission.
- Develop clear, concise messaging communicated through press releases, key messages, advisories and social media.
- Prepare and staff the Executive Director, Commissioners and senior managers for media interviews and public events.
- Write and edit talking points, statements, speeches, op-eds and letters to the editor for the Executive Director, Commissioners and senior managers, as needed.
- Assist the Executive Director with website content development.
- Understand and be able to explain the Commission’s licensing, investigation and enforcement processes.
- Liaise with other state agencies and offices and municipal agencies and offices to coordinate communications efforts on various issues and projects.
- Attend Commission public meetings.

II. SUPERVISORY RESPONSIBILITIES

- Oversee potential hires including digital/social media director and press secretary

IV. KNOWLEDGE AND SKILLS

- Knowledge of the cannabis regulatory environment.
- Extensive knowledge of the workings and intricacies of all forms of communication, including experience with social media.
- Superb verbal and written communications skills, including the ability to speak well in public and/or work effectively through the media.
- Excellent public interaction and interpersonal skills.
- Demonstrated experience in developing and implementing effective written communication for a diverse group of stakeholders.
- Must be adept at working both independently and in collaboration and to be able to think strategically.
- Demonstrated ability to meet deadlines and manage multiple tasks simultaneously, and work well under pressure.
- Demonstrated ability to detect emerging communications trends and make recommendations for innovative change.
- Knowledge of current technology and application of web-based communications.
- Familiarity with media markets in all regions of Massachusetts.
- Familiarity with state government and current public policy issues in Massachusetts and nationwide.
- Commitment to the Commission's mission, standards and goals and enthusiasm for the Commission's work.
- Experience performing public education and outreach.
- Experience developing public awareness campaigns.
- Cultural awareness, including the development of communications for and about communities disproportionately harmed by cannabis prohibition.

V. EDUCATION

- A Bachelor's degree in Communications, Journalism, Political Science or other related field.

Salary Range: Commensurate with experience.

Benefits Package:

The Commission is pleased to offer a comprehensive benefits package to its employees. The specific components and eligibility may vary based upon position classification, hours worked per week and other variables. Therefore, specific benefits for this position may be discussed as part of the interview and offer process.

The Communications Director is a management position; as such the successful candidate will be hired as an employee at will. This position is non-civil service. This position is an exempt position.

The overall benefits available include: paid vacation, sick and personal leave time, health, dental and vision insurance through the Commonwealth's Group Insurance, and optional pre-tax Health Savings Account plans. In addition, the Commission provides employees the opportunity to elect life insurance, long term disability insurance, deferred compensation savings, tuition remission and pre-tax commuter account plans, along with other programs.

The Commission employees also participate in the Commonwealth's State Retirement Plan, which can become a defined benefit plan for those that both vest and subsequently retire from State service. Follow this link for additional retirement information: <http://www.mass.gov/treasury/retirement/state-board-of-retire/>.

Commitment to Diversity:

The Commission is an Equal Opportunity Employer. The Commission strives to ensure that those working for our office reflect the diversity of the communities that we regulate and engage with. The Commission encourages applicants from a broad spectrum of backgrounds to apply for positions.

Application Process and Deadline

The Commission encourages interested candidates that meet the minimum requirements for experience and skills to apply for this position. Interested candidates should submit a cover letter and resume by e-mail no later than **Wednesday, October 18, 2017 DEADLINE EXTENDED UNTIL 11/15/17**. The application package should be submitted to:

CannabisCommission@state.ma.us

Please include the position title in the subject line: Cannabis Control Commission Communications Director

Submissions are due by 5:00 pm (e-mail) on November 15th ; late submissions may be considered solely at the discretion of the Commission.

Notice of Required Background Check – Including Tax Compliance:

The Commission requires a background check on all prospective employees as a condition of employment. Candidates should be aware of this requirement but should also know that such background check is not initiated until:

1. A candidate is invited to a second or subsequent interview and
2. The candidate has signed the Background Check Authorization Form and related releases.

This background check includes a Criminal Offender Record Information (CORI) check, Federal IRS and Department of Revenue state tax compliance on all prospective employees as a condition of their employment.

Candidates with advanced degrees and professional licenses may have these credentials verified. Individuals other than those references provided by a candidate may be contacted in the course of completing a full background and qualification check.

Those candidates invited to interview will be contacted by the Commission. Unfortunately, due to the anticipated high volume of applicants for this vacancy, we are unable to provide status updates to specific individuals.

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