



## KANSAS AUTOMOBILE DEALERS ASSOCIATION

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**Company:** Kansas Automobile Dealers Association ("KADA")

**Job Title:** Communications Director

**Job Classification:** Exempt, Full Time

**Work Schedule:** Mutually determined

**Reporting Relationship:** CEO/President

### **Primary Accountabilities:**

The Director of Communications is responsible for serving as a liaison between Kansas Automobile Dealers Association ("KADA") ("Association") and the KADA stakeholders, providers, and beneficiaries. This position is responsible for developing and maintaining consistent media, messaging, and outreach across all communication mediums to enhance the mission, public image, and increase provider engagement with the activities of KADA.

### **Major Duties:**

- Develops, implements and distributes all communications for KADA and its entities.
- Assists with identifying, developing, creating and implementing new marketing campaigns and strategies to effectively reach KADA's target audiences.
- Assists with the development and implementation of marketing materials including brochures, flyers and itineraries.
- Creates Marketing Materials and Reports through the utilization of Adobe Creative Suite software.
- Develops and implements public relation activities to educate KADA customers, providers and the general public about the Association.
- Creates, reviews, updates and manages content for all social media sources, blogs, sales materials, advertising and KADA's website.
- Serves as an Executive Assistant to the Association's President and performs duties as assigned.
- Serves as an Event Coordinator for Board Meetings and Association Events.
- Manages the Association Customer Database.
- Communicates professionally and effectively with state agency leaders as well as Association membership.
- Thinks creatively to produce new ideas and concepts in promoting KADA's initiatives.
- Maintains frequent contact with employees at all levels of KADA, media relations, and business partners.
- Represents KADA in the community by participating in local events to distribute information, as necessary.
- Responds to media requests regarding press releases.
- Assists other Association staff with technology-related items, as needed.

731 S. Kansas Ave. Topeka, KS 66603

**Phone:** (800) 279.8566 • **Email:** info@kansasdealers.org • **Fax:** 785-233-1462 • **Web:** www.kansasdealers.org



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### **Qualifications:**

- High school diploma is required.
- Four (4) year degree from an accredited university is preferred.
- At least one (1) year of demonstrated relevant experience is required.
- Strong written and verbal communication skills, including comfort and experience with public speaking.
- Interpersonal skills to collaborate effectively with internal and external customers.
- Strong attention to accuracy and detail required.
- Creative and strategic-thinking abilities.
- Critical thinking and problem solving abilities.
- Ability to identify and initiate process improvements.
- Strong organizational skills and the ability to coordinate multiple projects.
- The ability to maintain a professional attitude.
- Demonstrated ability to work independently and as a team member.
- Strong computer skills.

### **Physical Demands:**

- Ability to sit for extended periods of time.
- Ability to read computer screens and mail, email, talk on the phone.
- Ability to unpack and move supplies up to 25 lbs.

### **Work Environment:**

- Professional and deadline-oriented environment in an office setting.
- Interaction with staff and customers.

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