

Cannabis Control Commission

Job Description

Department: Administration

Job Title: Press Secretary

Reports to: Director of Communications

FLSA Status: Exempt

I. PURPOSE OF THE JOB

- Under the direction of the Director of Communications, manages the Commission's media relations and communications strategy; enhances the organization's public reputation and monitors for messaging opportunities.

II. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Provide leadership in the design and implementation of the strategic communication's plan.
- Write and edit press releases, media advisories, op-eds, web and social media content, speeches, presentations, and other external and internal communications that raise the Commission's visibility.
- Manage the editorial calendar; develop pitches to garner positive press and respond to media inquiries in a timely and effective manner.
- Collaborate with the Director of Communications, Digital Director, and other Commission staff to plan and implement public awareness campaigns through integrated communication channels.
- Develop opportunities for the Commissioners and staff to engage with the public and serve as subject matter experts, including, but not limited to speaking engagements, interviews, and panel discussions at organized events, media outlets, conferences, and other public-facing appearances.
- Design and produce reports, presentations, educational materials, and other collateral.
- Monitor relevant news stories and compile daily press clips to identify emerging media trends regarding the Commission, the Commonwealth, and the cannabis industry.
- Establish and maintain relationships with local and national press, regulatory agencies, and other partners to develop innovative and mutually beneficial communication strategies that support and promote a safe, equitable, and robust cannabis marketplace.
- In collaboration with the Director of Communications, organize and manage press conferences, scrums, media training, and preparation for public speaking engagements and interviews.
- Manage crisis communications planning in collaboration with the Commissioners, Executive Director, Director of Communications, General Counsel, and other relevant Commission staff.

III. OTHER DUTIES AND RESPONSIBILITIES

- Work with the Director of Communications, Executive Director, and Commissioners to ensure consistent, on-brand messaging in integrated communication channels.
- Support the Director of Communications in managing the Commission's editorial content calendar to ensure all deadlines are met.
- Maintain the Commission's publicity plan in line with the budget.
- Attend meetings and hearings that directly impact the Commission's communications, marketing, and outreach.
- Perform related duties as assigned.

IV. KNOWLEDGE AND SKILLS

- Knowledge of Commission's mission, standards, and goals.
- Excellent management and communication skills, including writing and presenting skills.
- Strong proofreading skills.
- Solid interpersonal and organizational skills, able to manage multiple projects at the same time.
- Expert computer (i.e. Word, Excel, Access) and design skills (i.e. Photoshop, Illustrator, Publisher, Wordpress).
- Strong project management skills and attention to detail.
- Comfortable working independently, as well as with teams.

IV. EDUCATION AND EXPERIENCE

- Bachelor's Degree in Public Relations, Communications, Journalism, or a related field from an accredited institution of higher education required; advanced degree preferred.
- Five years of experience working in the media, public relations, or communications fields.
- Proven ability to design and/or manage a publicity campaign.
- Experience working with people from diverse cultural and ethnic backgrounds.

IV. SALARY RANGE: \$70,000 - \$80,000